November .

1933

IN THIS ISSUE

Tips on Fruit Candies by M. V. Cruess—Commercial Lecithin with Particular Reference to the Chocolate Industry by R. Harold Morgan—Executive Work in Selling Dealers by Charles L. Low—Cutting Fire Losses in Candy Factories—Hard Candies, Cordial Cherries and Panned Goods Analyzed in the Candy Clinic—Manufacturer and Jobber Association News and Regular Department News

BUREAU OF



ANUFACTURING CONFECTIONER

- True in flavor
- Economical
- All-embracing

EKOMO UNIVERSAL FLAVORS comprise an extensive group of popular fruit, floral and miscellaneous flavors for use in hard candies, starch gums, cream centers, bonbons, syrups, etc. These flavors are strong and lasting, true to nature and delicately smooth . . . that's why they are practical for so many uses . . . they are unusually economical and leave nothing to be desired in the matter of high quality ... just the thing to meet the present demand for better flavors in your Fall line.

EKOMO UNIVERSAL FLAVORS may be used also for ice creams, baked goods, soft drink nectars, jellies, and a wide variety of other products.

If you seek fine flavor effects in their most economical form . . . order EKOMO UNI-VERSAL FLAVORS.

Fritzsche Brothers, Inc.

"A FLAVOR FOR EVERY PURPOSE"

Fritzsche Brothers of Canada, Ltd. 77-79 Jarvis St., Toronto

78-84 BEEKMAN ST. **NEW YORK**

118 WEST OHIO ST. CHICAGO

ANUFACTURING CONFECTIONER

Vol. XIII

NOVEMBER, 1933

No. 11

CONTENTS

Editorials	14
Must We Start All Over?	
F. W. C. A. Grows	
Competition Shifts with Chain Store Prices British Imports?	
TIPS ON FRUITS IN CANDY	16
COMMERCIAL LECITHIN	21
CUTTING FIRE LOSSES IN CANDY FACTORIES	25
EXECUTIVE WORK IN SELLING DEALERS	28
"Do You Favor an Exposition?"	33
THE CANDY MAN'S CALENDAR	36
SOME SWEETEST DAY STORIES	37
THE CANDY CLINIC-HARD CANDIES, CORDIAL CHERRIES AND	
PANNED GOODS	38
JOE JOBBER SAYS	43
JOBBER ASSOCIATIONS	45
MONTHLY DIGEST OF CURRENT TECHNICAL LITERATURE	46
DID YOU HEAR?-NEWS AND PERSONALS FROM THE MIDWEST	50
CANDY MERCHANDISING	52
PATENTS-WHAT'S NEW?	54
TRADE MARKS FOR REGISTRATION	60
BUYER'S GUIDE	5
CLASSIFIED ADVERTISING	63
Index to Advertisers	66

Statements and opinions offered in this magazine are not necessarily indorsed by the Editors and Advisory Editors or by the publishing organisation with which they are affiliated. The author who signs an article assumes full responsibility for the statements which it contains.

Published Monthly on the 15th by

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

222 North Bank Drive (Merchandise Mart), Chicago, Illinois. Phone Superior 9777. Eastern Offices: 303 West 42nd St., New York, N. Y. Lackawanna 4-4166

Founder-E. R. Allured

Publisher and Business Manager—Prudence M. Allured Eastern Manager—R. W. Wilmer Western Representative—A. Stephens Associate Editor—N. I. Gage

English Representative: L. M. Weybridge, Members Mansions, 38 Victoria St., London, S. W. 1 Subscription Price: One Year, \$3.00; Two Years, \$5.00; Canadian, \$3.60; Single Copies, 50c

Vol. 13. No. 11. Entered as Second-Class Matter October 24. 1922, at the Post office at Chicago, Illinois, under the act of March 3, 1879. Published Monthly. Subscription Price, \$3.00 Annually. Copyrighted 1933 by The Manufacturing Confectioner Publishing Co., Inc.



ESSENTIAL OILS and Kindred Products

... Flavors of Correct Composition ...

impart to confections the delightful aromas so helpful in their sale.

. . FRUIT FLAVORS . .

Apple

Fruit Salad

Apricot

Gooseberry

Currant Red

Banana

Currant Black

Blackberry

Grape Malaga

Cherry Grape C

Grape Concord

Cherry Wild Grenadine

Loganberry

Nectar

Pear

Pineapple

Peach

Plum

Quince

Strawberry

Tutti Fruitti

. . NUT FLAVORS . .

Cocoanut

Hazlenut

Pistachio

Maple Walnut

Black Walnut

. . FLORAL FLAVORS . .

Rose

Violet

Lilac

Orange Blossom

DODGE AND OLCOTT COMPANY 180 Varick Street New York City

"The integrity of the house is reflected in the quality of its products." Copyright 1930

INDEX TO

The Manufacturing Confectioner's Approved Advertising of

Confectioners' Machinery and Supplies

and Miscellaneous Advertising Directed to Manufacturing Confectioners

POLICY: The Manufacturing Confectioner is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of The Manufacturing Confectioner are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in The Manufacturing Confectioner are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

MACHINERY AND EQUIPMENT

Bu

Fr

H

H

Id

U

CONFECTIONERS' SUPPLIES

MISC. RAW MATERIALS

rrell Belting 61	
	Anheuser-Busch Brand Corn Syrup 5
iend Hand-Roll Machines34-35	Atlas Plastic Food Colors6
ermann "Twinplex" Machine	Baker's Milk Coatings
olmberg Kettles31-35	Blanke-Baer Dipping Fruits
omberg Netties	Clinton Corn Syrup
eal Wrapping Machines 62	Convertit
mplex Vacuum Cooker34-35	Exchange Citrus Pectin
mplex vacuum Cooker	Hooton's Coatings
nion Used and Rebuilt Machinery12-13	Lexin
White Star" Chocolate Foiling Machine	Merck's Citric Acid Powder
	Merckens Chocolate Coatings
	National Certified Food Colors
FLAVORING MATERIALS	Nulomoline
	U-Cop-Co GelatineBack Cove

Atlas Flavors	66
Blanke Baer Flavoring Extracts	8
D & G Essential Oils	4
Foote & Jenks Flavors	53
Fritzsche Bros. Flavors	ver
Magnus, Mabee & Reynard Flavors	57
Ungerer Essential Oils	6

MISCELLANEOUS

Brewer Sales	Boards		61
DuPont Cello	hane	***********	11
Foreign Stam	ps	*** **********	61
Scotch Cellule	se Tape		10
Sucker Sticks			59

ESSENTIAL OILS

for

CONFECTIONERS

OIL ANISE OIL LEMON
OIL ORANGE
OIL CASSIA
OIL PEPPERMINT
OIL LIMES DISTILLED
OIL LIMES EXPRESSED

Highest Quality

Reasonably Priced

Ask Us for Samples

UNGERER & CO.

13-15 West 20th Street NEW YORK



LYNBROOK MILK COATING IS IDEAL

YNBROOK is among the aristocrats of milk coatings. We think it will appeal to you, for it is made especially for quality confections.

It has the highest milk content of any of the Baker milk coatings. In fact, its total milk solids are more than the standard set by the United States Government. And all this sweet, fresh whole milk is bacteriologically tested and controlled.

Lynbrook coating is medium light in color and has a fine gloss. It may be used in either a medium to heavy enrober or in hand dipping. Small wonder why it holds a high place among Walter Baker's long list of milk coatings.

We guarantee the performance of Lynbrook as we do with every milk coating we sell to the confectionery trade. For guaranteed performance, the final test of value, is Walter Baker's ideal. And because of several generations of service to the confectionery trade, we are confident that our products will do the job you want.

Lynbrook is moderately priced, and costs no more than coatings of ordinary quality. We will be glad to send you a sample of it with any information or suggestions you may desire, if you will write us on your business letterhead.

BAKER TECHNICAL SERVICE

Baker Technical Service is based on over 150 years' experience as manufacturer for the confectionery trade. As the oldest and leading manufacturer of chocolate, it is the business of this Service to understand confectioners' problems, to keep abreast of taste trends and new developments, to help create new ideas and pieces, to figure costs, coverage, and yield, and generally to advise manufacturing confectioners. Every problem is handled individually. Use this Service freely.



The Confectioners' Handbook contains many valuable suggestions and useful information on handling coatings and liquors. We will be glad to send you a free copy of this authoritative book on request.



ALTER BAKER & C

CHICAGO: I NO. LA SALLE ST. . TORONTO, CANADA . PACIFIC COAST: MAILLIARD & SCHMIEDELL

CLINTON CORN SYRUP CORN STARCHES CORN SUGAR REFINED

OUR CODE

Strict Confirmance with the National Code.

Maintenance of wages above the minimum rates specified in Industrial Code.

Treatment of our customers inspiring confidence in our methods of doing business.

Favorable consideration by our customers.

QUALITY and SERVICE, FIRST, LAST and ALWAYS

Manufactured By

CLINTON COMPANY CLINTON, IOWA



Strawberries

Because of their fine flavor, firm texture, and rich color we feel you will find

OLYMPIA DIPPING STRAWBERRIES

Unrivaled for Dipping

Packed in hermetically sealed No. 12 cans to keep all their natural goodness unimpaired, these Strawberries should enable you to offer outstanding Strawberry Cordial Chocolates for Fall and the Holidays.

BLANKE-BAER EXTRACT & PRESERVING COMPANY 3224 So. Kingshighway St. Louis, Mo.

NOTE TO USERS OF CHOCOLATE COATINGS-



THINS UNIFORMLY • ACTS FASTER • SAVES TIME
 MORE EFFECTIVE THROUGHOUT • COUNTERACTS
 MOISTURE • STABILIZES VISCOSITY • WON'T CHANGE
 COMPOSITION.

*From 1 oz. to 5 oz. of LEXIN per cwt. coating may be added, depending on consistency of chocolate and how thin you want it. LEXIN is often incorporated at the time the chocolate is made.

YES! . . . LEXIN THINS CHOCOLATE IN MIXING KETTLES!

You can be sure of satisfactory results in bringing down the viscosity of a coating just as you desire by using LEXIN. A few ounces per 100 lbs, are all you need to get the desired thinning results and a better product in appearance and taste. Also, with a fairly heavy coating as a base, it is possible to obtain the different viscosities wanted for the various types of goods you are running just by varying the number of ounces of LEXIN added per 100 lbs. of coating.



Use LEXIN for thinning to get best results! Write for sample—no obligation.

Patent Nos. 1575329, 1660541, 1781672, 1903397



AMERICAN

NEW YORK (II W. 42nd Street)

LECITHIN

CORPORATION

(308 lvy Street) ATLANTA

The final test of good candy

HOW LONG WILL IT STAY FRESH





Dry, fermented or bursted creams are a disappointment to the consumer and a distinct loss to you in prestige and future sales.

Nulomoline protects your candies and your reputation.

Nulomoline insures creams that are soft and "fresh"—Marshmallows that are tender—Caramels free of grain—Nougats soft or chewy—Jellies sweet and tender. It fits into all candy combinations and enables you to make confections with a high-powered appeal in looks and eating quality—write us for formulas and suggestions.

THE NULOMOLINE COMPANY

109-111 WALL STREET

NEW YORK

Western Office: 333 No. Michigan Ave., Chicago, III.



lor

all

ries

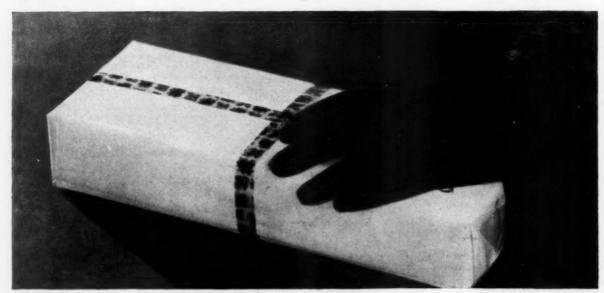
dial

Mo.

VER



Add a Sales-Winning Christmas Touch with.



Coliday Pattern SCOTCH CELLULOSE TAPE

With its green holly leaves and bright red poinsettias on a silvery background, the new Holiday pattern of Scotch Cellulose Tape makes it easy for you to add a gay Christmas note to your candies.

Christmas time is spending time-but only products dressed in the holiday spirit catch the eye and sell fast.

To obtain the sales-winning Christmas touch,

use Holiday pattern Scotch Cellulose Tape to seal and decorate your "Cellophane" wrapped candies.

Scotch Cellulose Tape is the only natural, transparent, quick seal for "Cellophane". It comes ready for immediate use-requires no moistening and the slightest pressure seals it instantly and tightly.

Send the coupon below for a free sample roll of the new Holiday pattern. Other Christmas colors are red, green, silver and gold in solid shades.

Made and Patented in U.S. A. by

MINNESOTA MINING & MANUFACTURING CO. SAINT PAUL, MINNESOTA

er Patents Pending



With this dispenser, the desired length of Scotch Cellulose Tape is secured with speed and ease.

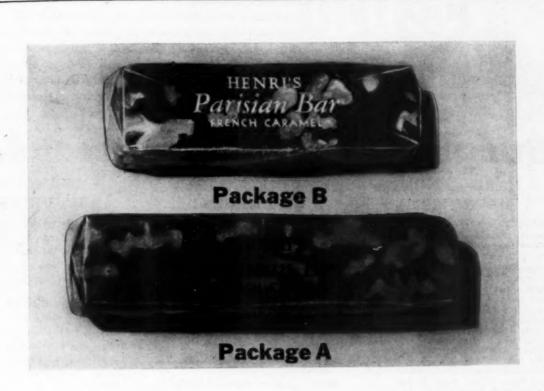
Send coupon	MINNESOTA MINING & MFG. CO Saint Paul, Minnesota). MC11-13
Free	Please send free sample roll of the Cellulose Tape. We are interested in	he new Holiday pattern Scotch nits use in the confectionery field.
ROLL	Address	
	City	State

Can You Pick the Winner?

The two caramel bars shown below are exactly the same candy—but one bar is \frac{1}{3} larger than the other and enclosed in a semi-transparent wrap. The smaller one is sealed in 100% transparent Cellophane.

Which do you believe would sell the faster the small bar or the large bar? And why do you think so?

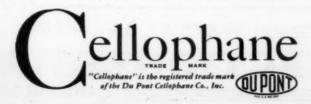
The answers to this question are below—but don't look until you've made your guess.



Here's Your Winner!

Package "B" took the prize! In a sales test conducted in five typical retail outlets, the small bar outsold the larger by 20%! Price and display position were the same, and no effort was made to push either bar.

This impartial test would seem to prove that a large percentage of the Buying Public are not impressed by size alone—but rather by quality appear-



ance and the opportunity of clearly seeing the actual bar they buy. (It might be added here that such a conclusion is strengthened by similar sales successes of thousands of other products that use Cellophane to attract the eye.) If you are working on a new item, and want a winner too, be sure to consider what Cellophane might do to help.

۸.	MAIL	COUP	ON	FOR	SUGGE	STIONS
Carl .	Du Pont (Cellophane a winner. V	Co., Vhat	Inc., 35	O Fifth Ave.	, New York make?
Yo	ur Name					

Str	eet Address.					
Cit	y & State					
Ту	pe of item.				(ave are send	ing samples)

ER

ALL TYPES MOD AT TREMENDO



Revised schedules of hours make it necessary to add men and machines to keep up with production requirements—every phase of plant operation must be perfectly balanced and most efficient equipment is essential to sell at a profit—at reasonable prices, to induce purchases—and maintain present wage scales. Aim for top-notch efficiency,

Surprisingly Low Prices-Libel

HARD CANDY MACHINERY

Springfield and Baker Continuous Cookers. Gaebel Continuous Automatic Plastic Machinery, with 7 chains, complete. Simplex Vacuum Cookers.

Burkhard Vacuums with kettles and pumps, 200 to 1,000 lb. capacity.

Werner Ball Machines, semi and fully automatic.

Racine Die Pop Machines.

Racine Duplex Automatic Sucker Ma-chine with conveyor and blower, also continuous cutting rollers.

Hildreth size 6, Pulling Machines, double arm. Also size 3.

Continuous Cutters, Brach, Racine. York Batch Rollers, motor driven. Water-Cooled Tables, 3' x 6' and 3' x 8',

4' x 10'. Forgrove Hard Candy Wrapping Ma-chines (with twist ends).

Sucker and Stick Wrappers. Kiss Machine, Model K.

Mills Drop Machines, 4" x 7", 6" x 8", full assortment rollers.

CHOCOLATE DEPARTMENT

National Equipment Coaters and Enrob-ers, 32", 24", 16"—all attachments. Bottomers, Automatic Feeders, Coolers and Packers.

Strokers and Decorators.

Greer and Universal 24" Coaters with Coolers and Packers.

2,000-lb. capacity National Chocolate

1,000-lb. capacity National Chocolate Kettles.

500-lb. capacity National Chocolate Kettles.

300-lb. capacity National Chocolate Kettles.

Walters Basket Machine.

2-pot Electric Chocolate Dipping Tables.

Forgrove Foil Wrapping Machine, with

Smith Scales.

MOULDING **MACHINERY**

Steel Mogul Machines, fully automatic. Steel Mogul Pumps.

Wood Moguls, Type A.

Wood Mogul Pumps, 10 to 80 outlets.

Huhn Starch Conditioning Machine and Conveyors, etc.

National Automatic Cherry Dropper.

Starch Travs with starch.

Plaster and Aluminum mould boards.

Merrow Cut Roll Machines.

Friend Dreadnaught Machine.

Werner Combination Printer and Depositor.

Springfield No. 2 Depositors.

Racine Depositors.

Springfield Simplex Starch Buck.

Hand Printers.

Colseth Starch Board Trucks.

Gyrator Sifters.

FACILITIES AND ABILITIO HAVE THE

RARE BUYS 24" National Enrober with Bunker

Style Tunnel.

Gaebel Continuous Automatic Plastic
Machinery, with 7 chains, complete.
National Equipment Automatic Cherry

Springfield Continuous Cooker with

Kettles. Hildreth Double-Arm Puller. Racine Die Pop Machine.

Racine Duplex Sucker Machine. Werner Fully Automatic Ball Machine.

OFFED

sira

at t

to I

mae

we

equ Do

Hobi

Sprin

Ball

Dayt

50-ga

Savag

Stean

250

mix

Send us full details of machinery which you wish to dispose

WIRE ATDUR WRITE

CONFECTION

CABLE ADDRES ONE

TERN MACHINES IS SAVINGS!!

Buy now before prices advance and while very desirable up-to-date equipment is offered for resale at tremendous savings. Be prepared and equipped to make money on the new deal. If you have any machinery or department which you are not using, we will give you attractive allowances for this equipment, in trade toward needed machinery. Do not delay. Write or wire collect today.



bell Terms—Immediate Delivery

CREAM AND MARSHMALLOW DEPARTMENT

Hohberger Cream Machine.

Springfield and Werner 600-lb. and 1,000lb. Syrup Coolers with Cream Beaters, Kettles and Pumps.

Ball Cream Beaters, 4-5-7 ft.

Davton Cream Beaters, 5 ft.

50-gal. Springfield E. B. Cream Remelters, also Werner, Burkhard.

Springfield 50-gal. Marshmallow Beaters, also Werner, double action.

Savage Marshmallow Beaters, 80-gal. and

STEAM KETTLES

Steam-Jacketed Mixing Kettles, 25 to 250-gal. capacity, with and without

CARAMEL, JAP AND NOUGAT **MACHINERY**

Ideal Caramel Cutters and Wrappers, 3/4", 3/8", and 3/4x11/2" sizes.

50-gal. double action, Mixing, three-speed tilting jacketed kettles, Springfield.

50-gal. single action, Mixing, tilting jacketed Kettles, Springfield.

Caramel Cutters, White, Racine.

Mills Reversible Sizing Machines.

National Equipment Automatic Nougat

Racine Nougat Cutters, also Mills.

Burkhard Jap Mixing Kettles.

Mills 15" Jap Cutters.

Heilman Bon Bon Machines.

SOLID CHOCOLATE DEPARTMENT

Bausman Battery of 4 Discs with Kettles. Bausman Liquor Mills, Double Disc. 38" National Triple Mills.

Refiners, 3- and 5-Roll.

Chocolate Melters, 300 to 2,000 lbs.

National and Lehman Conses.

Lehman Milk Plow Machine. * Sirocco Automatic Roasters.

Reich Chocolate Rice Machine (Large

National Paste Moulding Machines with Shaking Tables.

Racine Chocolate Depositors.

Springfield 10-lb. Weighing Machine.

Sugar Pulverizers.

Burns Cocoa Bean Cleaner.

Melangeurs, Lehman, Carey, Baker.

Burns 5-bag Roasters.

Crackers and Fanners, seven compart-ments, National, Lehman.

Five- and Ten-Cent Ferguson & Haas Chocolate Bar Wrappers.

LITIO REBUILD MACHINES EQUAL TO NEW

OFFED CH

dispose

ER

y to luc-

tion

ient

eas-

tain

ncy.

tomatie.

outlets.

opper.

oords.

and De-

ek.

hine and

Bausman Double-Disc Liquor Machine. Bausman Battery of 4 Disc Machines, with Kettles and Interconnecting Parts. 300 to 2000 lbs. Chocolate Kettles.

Automatic Sucker and Stick Wrappers.

Savage 200-lb. Marshmallow Beaters,

1,000-lb. Werner Syrup Cooler, with 2-cylinder Snowflake Cream Beater, Kettle and Pump.

FOR QUICK SALE

We pay cash for single machines or entire plants.

ATDUR EXPENSE TODAY =

NERY CO., INC.

318-322 LAFAYETTE ST.,

NOVEMBER, 1933

ODRES ONFECMACH



Competition Shifts With Chain Price Raises

HE adoption of practically a uniform price of 5 cents on nickel items by many of the leading chain stores of the country is heralded as a tremendous constructive step toward the abolition of predatory price-cutting in candy distribution. The majority of chains are expected soon to follow in this elimination of the 3 for 10 cut price. Chain buyers are almost universally revising their schedules upward, according to reports received by The Manufacturing Confectioner publications.

Price equality between the independent retailer and the chains—a long needed condition to improve the candy business—is thus becoming established. The increased price may decrease chain store candy volume to some extent but their profits on 5 cent items will undoubtedly be sufficient to offset any drop in volume. The chains which have adopted the standardized rate are to be commended.

The universal nickel price will unquestionably prove to be a big factor in improving conditions among the independent merchants and the confectionery wholesalers. It has already begun to give them new heart. With this competitive obstacle removed, the retailer will be more willing to pay the desired 80 cents per box. Both he and the jobber will fall in line with the New Deal program of 20 per cent margin for the jobber and 33 1/3 per cent for the retailer.

With the intense competitive squeeze removed from the retailer, the desire and apparent necessity for price-cutting on his part, and the same desire by the jobber and manufacturer who supplies him, will be gradually eliminated.

A better feeling among wholesalers to-

ward manufacturers who sell to the chains is also inevitable.

The candy business is now making real progress toward placing competition on a basis of merchandising and quality, rather than price alone. Let us hope that jobbers and manufacturers will do their part in furthering this emphasis upon merchandising and quality instead of the demoralizing price factor.

Must We Start All Over?

HREATS of price wars, free goods, and all that goes with a relentless battle for ruining the other fellow's business, despite the cost, have suddenly appeared to disturb the more tranquil relations which have existed in the industry since the N. C. A. convention last June and the subsequent preparation of the code under the NRA.

At the time of the convention, members of the National Confectioners' Association were unanimous in their stand for a fair profit to the manufacturer, jobbers, and retailer. Free deals and secret rebates were verbally banned. Uniformity of 24 count for 5 cent bar goods, 120 count for penny goods, and other general standards were adopted. Following the convention, these rules were put into effect by the majority of the leading manufacturers—although the code itself is still pending authorization at Washington. A uniform plan of operation was making good progress among the manufacturers.

Wholesalers welcomed the elimination of free goods and standardization of counts. In fact it was included in their suggestions for the manufacturers' code. Business conditions of the jobbers have improved in the past few months due to these and other improvements in trade practices—resulting from the new spirit of cooperation

which has prevailed among both the manufacturers and jobbers.

Now-perhaps restless under the suspense contingent to the impending industry code—a flare-up of the old-time competitive retaliation scrap has occurred. For the sake of the progress which has been made, and the industry's promise of a sane and profitable future, let us hope the war dogs will be called home without further delay!

British Imports?

F British confectionery manufacturers take the tip from tradesmen, who visited the World's Fair in Chicago and stopped in other American cities where he found that "confectionery in America seems a very weak spot, indeed," our British friends may presently begin a campaign for strong distribution of their superior merchandise in the United States.

American and British confectionery were compared during the visit of the Englishman, who is Mr. Jack L. Barnett, of Leeds, a well known supplier of glass bottles and jars to the British confectionery manufacturers. As Mr. Barnett found American confectionery "taking a back seat," he has suggested to his countrymen—in The Confectioners' Union, of October 14—that the U. S. A. offers "a big opening for British enterprise."

"Confectionery in America," he says, "seems a very weak spot indeed, and I did not see one stall specializing in sweets only. I can tell the confectionery trade that I think with the wonderful lines in confectionery that we have in our country there should be a big opening for any enterprising British firm to sell out there. There is also, in my opinion, a good field in Canada, although that Dominion seems to be coming forward with confectionery better than the U.S.A. I visited Pittsburgh, Columbus (Ohio), Philadelphia and New York. In all these places confectionery is taking a very back seat, and, in my opinion, could be and should be developed by English firms.

"The 'novelties' in fancy goods, etc., were disappointing, appearing for the most part to be cheap imports from Germany. Czecho-Slovakia and Japan."

Unquestionably, our British visitor was justified in his criticism of the very minor presence of candy at the Fair. This was pointed out in an article in last month's MANUFACTURING CONFECTIONER. But as to the implied inferiority of American candies in shop and store, perhaps we should ask what type of stores were visited in our cities-and how many stores were surveyed. Nevertheless, American manufacturers may well consider this reaction of potential competitors as a challenge to improve quality and workmanship or give up some of their trade.

F. W. C. A. Grows

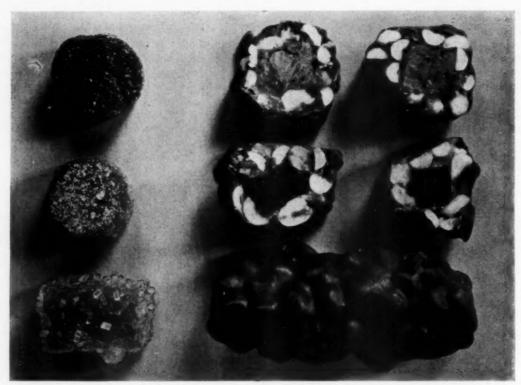
XCELLENT progress is being made by the newly formed Federated Wholesale Confectioners' Associations of America in coordinating the activities of the various jobbers' associations throughout the country in their efforts toward improving conditions in the The wholesalers of confectionery across the land are fast becoming organized into local, district and state associations. Nearly 60 are now in existence. The F. W. C. A. is effectively serving as the greater national body, of which most of these associations are a part.

Fundamentally, the Federation is sound in its organization and purposes. The majority of its leaders are well qualified to represent the wholesalers of the nation in negotiations with Washington relative to the Uniform National Code, which the Federation is sponsoring. Herbert Tenzer, Executive Director and Counsel, has demonstrated amazing brilliance in coping with the vast amount of constructive work that has been necessary to bring the jobbing industry to its present favorable position. President A. D. Caldwell, Meriden, Conn., and his associates are likewise deserving of credit for their part in what has been accomplished. Also deserving of praise for their cooperation representing the manufacturers are Wm. Heide, New York, chair-

The Federation and Wholesalers' Code are directed toward the establishment of fair trade practices and improvement of conditions in the candy distribution trade. Obviously, if the jobbers can put their houses in order, they will become better business risks and more efficient distributors for the manufacturers. Continued cooperation with the enlightened jobbers will therefore hasten the return of these benefits to the manufacturing confectioners.

man of Zone 2 of the N. C. A., and Presi-

dent Geo. H. Williamson, Chicago.



Above are shown three fruit jelly pieces and nut roll type of bars sliced to show their delicious dried fruit and fruit jelly centers—popular and economical.

Tips on Fruit in Candies

Refreshing varieties==without excessive sweetness==are offered by the following fruit formulas developed in recent confectionery experiments

N 1931 a series of four short articles were published from this laboratory on the preparation of fruit candies.* The present article offers additional information and briefly summarizes the more useful material presented in the above series.

Value of Fruits in the Diet—Fruits are very beneficial in the diet, since they furnish valuable organic salts of potassium, sodium, and calcium that on digestion leave an alkaline residue which counteracts acidosis; they furnish valuable vitamins, particularly vitamin C (the antiscorbutic vitamin), vitamin A (protects against cold infections, promotes growth) and vitamin G (antipellagric); they furnish easily utilized fruit

By W. V. CRUESS, D. A. TUCKER and G. L. MARSH Fruit Products Laboratory, University of California

sugars and provide roughage. By virtue of this last named property when added to candy they render it more bulky, so to speak, and less filling. Fruits are particularly beneficial for children as they can eat much more of fruit candy without feeling satiated (stuffed or oversatisfied). The acid of fruits is refreshing and renders the candy less sweet to the taste.

Fruits Low in Cost—Fruits, particularly dried fruits, such as prunes, figs, dates and raisins, are plentiful and low in cost. Fresh apples, oranges, and locally grown fresh fruits when in season are often very low in price and do not materially increase the cost of candy made from them.

Dried Fruit Candies—Because of their low moisture content dried fruits may be added to practically any commercial candy formula. It is usually best, except in jellies, to add them at the end or near the end of the cook to avoid scorching and toughening. Dried prunes are

^{*}Cruess, W. V. Fruit Candies. Manufacturing Confectioner Vol. XI, March, April, August and November, 1931.

laxative in action and a 5c bar containing 50-60 per cent by weight of this fruit is adequate for this purpose. A dried fruit packing company in California is now producing a dry prune product free of pits and suitable for use in candies. It is impracticable for the candy maker to pit the dry fruit unless it is first cooked until soft, and then the moisture content is too high for its use in the following dried fruit formulas.

Dried Fruit Formulas

Formula 1.—Arctic Ice with Dried Fruit—
"Arctic Ice" is well known to most candy manufacturers as a coating for various types of centers. It is, however, also an excellent binding material for dried fruits and nuts, since it is white in color, thus contrasting with the dark color of the fruit and since it remains tender indefinitely. It does not harden as does plain fondant.

In our experiments we have used a highly refined coconut fat of high melting point (about 96° F.). To 5 parts of the melted fat was added 3½ parts of powdered sugar and 1½ parts of powdered whole milk. Vanilla was added to flavor and also a trace of salt. The ingredients were thoroughly mixed and when the mixture began to stiffen, as it cooled, there were added chopped nuts and chopped dried fruits, or raisins; 70 parts by weight of the fruit to 30 parts of the ice and enough nuts to give a pleasing flavor. The mixture when fairly stiff was

spread on oiled paper or a slab to harden. After hardening, it may be cut to the desired size and form.

If the dried-fruits available are too hard and dry they may be softened by dipping in boiling water for a short time, usually 3 to 4 minutes will be sufficient. Cubed pitted prunes are now available for confectioner's use from one of the large packers in California. Prunes used as above make an excellent bar or center and a prune bar should prove popular because of the well known laxative effect of this fruit. Chopped or ground figs and apricots are also very satisfactory for use with the arctic ice. Raisins are excellent and are low in price. They may be mixed with other fruits quite successfully.

The high melting fat used in our experiments is practically non rancidifying; candies stored more than a year in a warm room are still sound and free of any rancid taste.

Apricots, figs, and raisins are valuable in combating dietary acidosis; consequently candies containing these fruits would have a very strong health appeal.

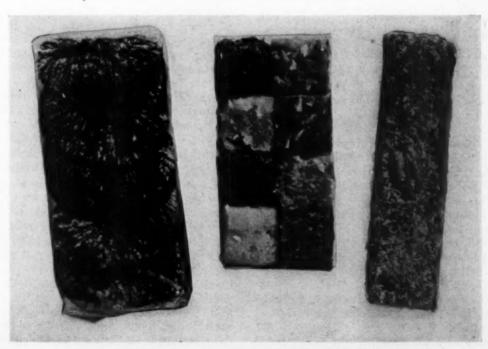
Formula 2.—Dried Fruit Coconut Candy—Use:

1 number 10 can of pie grade apricots rubbed through a sieve.

7 pounds of sugar.

2 pounds of invert syrup.

½ pound of butter or nut margarine.



Sample package of figs, date and nut candies in popular price class.

2 pounds of macaroon coconut

8 pounds of seedless raisins.

Mix and cook all except raisins and coconut to 242° F. Stir in raisins and coconut. Spread on slab to cool. Cut into squares or 5c bars, etc.

If desired, any chopped dried fruit may be used instead of raisins and the canned apricots may be replaced with canned peaches. Or, 134 pounds of dried apricots may be used in place of the canned. In this case soak the apricots in 3 quarts of water overnight. Cook soft. Rub through sieve and use in place of canned apricots in formula.

Formula 3.—Fondant and Dried Fruit—A very satisfactory candy can be made by mixing a non-hardening fondant with ground dried fruits and nuts or with raisins and nuts. We have used in our experiments a fondant prepared by cooking 1 part of invert syrup to 3 parts of cane or beet sugar to 240 to 241° F. (soft ball), cooling, flavoring with vanilla, and stirring until well creamed. While still soft an equal weight of finely ground dried apricots, or figs or prunes, or a mixture of ground and whole raisins were added and mixed in thoroughly together with chopped nuts to suit. The fruits should be quite finely ground so that large hard pieces will not be apparent in the bar or center.

If a more "fluffy" or "puffed" product is desired, stir in near the end of the mixing period a little powdered citric acid and then a little sodium bicarbonate. This mixture evolves carbon dioxide gas which causes the candy to "rise."

Spread on oiled slab or paper to harden; cut to desired size.

Jellied Candies with Fruit

In Spain and in Latin American countries, and to a considerable extent in France, jellied fruit candies are popular and of moderate cost. The Spanish and Latin American jelly candies are usually packed in slabs in small tin or wooden boxes. The slabs are often cut by the retail dealer and sold in small pieces. In France the jellies are usually cast, allowed to harden and the pieces are then moistened and rolled in coarse sugar.

In our factory experiments we cast the jellies in starch in the usual manner. The following formula and procedure are typical.

Pie grade canned fruits in number 10 cans were rubbed through a screen to give a puree or pulp; or dried fruits, particularly apricots or prunes, were soaked in water overnight, cooked until soft and rubbed through a screen to give a puree.

40 pounds of fruit puree.

30 pounds of cane or beet sugar.



William V. Cruess, author of this and other valuable articles on fruits in candies which have appeared in the MANU-FACTURING CONFECTIONER.

30 pounds of corn syrup.

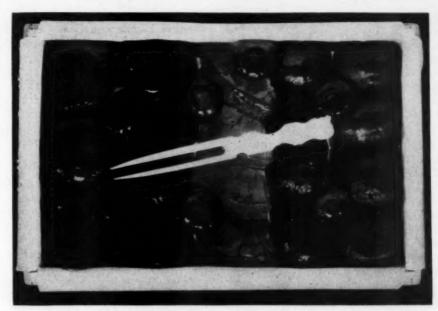
20 ounces of powdered lemon pectin.

5 ounces of citric acid crystals dissolved in about one-half pint of water.

2 gallons of water.

The pectin is first mixed dry with 6 to 7 pounds of the sugar; the mixture is then added to the 2 gallons of water and dissolved by stirring and heating. The pectin dissolves slowly but must be "worked up" into a smooth, although gummy solution before mixing with the other ingredients. When the pectin has dissolved, add the other ingredients except the citric acid. Cook with stirring to 223° F. in an open kettle. Now add the dissolved citric acid. Stir and cook again to 223° F. Deposit in starch molds. Allow to harden overnight; no drying is needed. Separate from the starch in the usual manner. Often the pieces are firm enough to remove from the starch within 3 hours after depositing. Unlike other jelly centers, the pectin-fruit centers do not require drying and hence the process is shortened and simplified to that extent. The centers are brittle rather than tough or stringy.

They may be moistened and coated with coarse sugar as is done with gum drops; or they may be coated with chocolate ice or chocolate. We have not tried to coat these jellies with a hard coating such as is used on jelly beans, but undoubtedly they could be coated in that manner satisfactorily if dried sufficiently before coating. Gum drops prepared as outlined above keep well; samples held for two years in candy boxes at room temperature were still of good eating quality, whereas gum drops made commercially with starch and stored under the same conditions became hard and tough in less than 6 months.



Pound box candied fruit, competitor of candies. Put the fruit in candies!

Invert Syrup substituted for the corn syrup in the formula gave a more tender and better keeping jelly. For rough handling the jelly pieces should be dried to 15 to 17 per cent moisture content.

d

.

e

.

e

n

d.

n

10

in

m

3

ly

re

ıd

it-

th

or

e-

lv

in

ly

ıt-

WO

re

ps

m-

gh

ER

Various fruit juices can be substituted for the fruit pulps. Bottled grape juice, canned pineapple juice, fresh orange juice, and fresh apple juice are usually available at moderate cost.

Probably dried fruits would be the least costly per pound of finished candy.

A citrus fruit jelly candy can be made by cooking 3 parts by weight of unpeeled, sliced oranges to 1 of lemons with water to cover until soft (usually 60 to 90 minutes), rubbing through a screen to give a puree and using this puree in the formula given above. This candy is rich in vitamins and has the other well known healthful properties of citrus fruits.

Apples have been used very successfully in our experiments. The fruit was washed, sliced without peeling and was barely covered with water in a steam jacketed kettle. It was cooked until soft, about 20 minutes boiling, and was then rubbed through a copper screen to remove seeds and skins. The resulting puree was used as directed in the formula given earlier in this section. In many localities apples are very plentiful and low in price during the fall months and since they are widely used and popular as a fresh fruit at that season the apple jelly candy should be a "natural" and not subject to much sales resistance. Apples of marked and pleasing flavor such as the winesap are prefer-

able to the more mildly flavored shipping apples for this purpose.

Other Possibilities

Candied Fruits—We frequently receive requests for information on the preparation of candied fruits, particularly artificially colored and flavored cherries. The fruit candying process requires a great deal of time and considerable experience and skill for success although the basic principles involved are quite simple. The best raw material for use by the average candy manufacturer is choice grade commercially canned fruits particularly cling peaches, pineapple, figs and pears. Cherries packed in barrels in sulfurous acid solution (often called "cherries in brine") must be used for Maraschino style candied cherries, as the canned cherries are too soft.

Canned fruits are placed in a syrup made of the syrup in which they were canned plus 25 per cent by weight of glucose syrup or invert syrup. The fruit is brought to a boil in this syrup for 1/2 to 1 minute and set aside in buckets or dishpans overnight. Corn syrup or invert syrup and cane sugar are then added in equal amounts to the syrup drained from the fruit to give when dissolved a syrup that will test 50° Brix or Balling by Brix or Balling hydrometer or 26 to 28° Baume by Baume hydrometer. The syrup is heated to boiling and placed boiling hot on the fruit in the pans. After 24 hours the draining, addition of corn syrup or invert syrup and sugar are repeated; this time bringing the syrup to 60° Balling or Brix or 32-33°

Baume. It is returned boiling hot to the fruit. On subsequent days the syrup is built up in this manner to 65° , 70° and 75° Brix or Balling, or 35° , 37° and $39\text{-}40^{\circ}$ Baume; tests made on the cold syrup. If tests are made on the hot syrup 5° Balling or $21/2^{\circ}$ Baume must be added to the observed readings to obtain the correct readings; thus, 60° Brix hot is 65° Brix cold, etc.

The syrup will lose in density through equalization with the fruit; therefore, from time to time, every 3 or 4 days for the first 10 or 12 days storage in the 75° Brix syrup, more sugar and glucose or invert syrup must be added and the syrup boiled to dissolve the sugar. The fruit should be left in this heavy syrup for at least 3 weeks to become plump and transparent; preferably 6 weeks. It can then be drained, dipped momentarily in hot water to remove syrup and dried on travs in the starch room until the surface is thoroughly dried, about 5 or 6 hours at 115-120° F. It can then be coated or glacéed by dipping in a hot syrup consisting of 1 part of glucose syrup to 2 parts of cane sugar cooked to about 240° F. and cooled to about 200 to 212° F. at time of dipping. It is drained and again dried a few hours at 115 to 120° to harden the coating.

The cherries in brine are stemmed and are then pitted by hand by a special cherry pitting spoon, tedious and costly work. They are then soaked in cold water changed every few hours for 36 to 48 hours. They are then boiled in several changes of water until tender. The soaking and boiling remove the sulfur dioxide. They are then candied exactly as previously described for other fruits, except the period between boilings and increase in density of the syrup should be 48 hours instead of 24, in order to prevent shriveling. If shriveling occurs, "start all over again" by boiling in water, then proceed more slowly. Color is added to the first syrup, usually about 1/10 of 1% each of Amaranth and Ponceau-3-R dyes; or about 11/4 ounces of each to each 10 gallons of syrup.

Candied fruits can be mixed with fine quality dried fruits and nuts in fancy packed boxes for the holiday trade; the demand for candied fruits and mixed dried fruits is seasonal.

Other Fruit Candies—Stuffed figs, dates and prunes are old "stand bys" known to most candy manufacturers. They require much hand work and are therefore rather costly.

Dried fruits can be used to advantage in caramels, nougats, and marshmallows, but not very successfully in brittles because in the latter they are inclined to scorch and be too tough. Marshmallow makes an excellent binding for dried fruits; syrups and jams can also be incorporated in marshmallow. It is light and not "over-filling" so should be desirable in 5c bars.

Coconut goes well with dried fruits. Chocolate, however, should not be used with fruit if a fruit flavor is desired, since the chocolate flavor completely masks the fruit flavor. Some other base such as fondant or jelly, marshmallow or arctic ice is preferable since these do not "cover up" the fruit flavor.

Summary

Fruits not only add eating quality to candies made with them but also increase their health-fulness and thus provide the "health appeal" so valuable in advertising. Fruits may be used in many simple formulas and fruit candies can be made easily with the regular factory equipment. Fruits at present are plentiful and not costly. We believe that a serious attempt to place on the market real fruit candies containing "plenty" of fruit and free of artificial color and flavor is worthy of the consideration of the candy trade.

Corn Syrup and Sugar Tax of Half-Cent a Pound Expected to Start December 1

ANDY manufacturers and refiners and processors of corn products and sugar are viewing with alarm the additional burden to be placed upon these industries by the corn and sugar taxes expected to be effective on December 1.

A "processing tax" of 28 cents a bushel on corn was to have gone into effect November 5 and a compensatory tax of \$1.00 to \$1.10 per 100 pounds was to be placed on sugar to offset the tax on corn. But due to the protests registered during the hearing after the tax was ordered, the starting date of the corn tax was postponed until December 1. At that time it is understood that corn syrup will be taxed ½ cent a pound. Manufacturers will also be required to pay a tax on all products on hand containing 50 per cent or more of corn syrup. All other corn products, including starch, will also be taxed.

Definite decision as to the amount of the compensating tax on sugar has not been reached but probably this will amount to ½ cent a pound, the same as on corn syrup.

Whether all confectionery manufacturers will absorb these taxes or pass them on in raised prices is uncertain at this time. Indications are that some feel the taxes cannot be added to cer-

(Turn to page 51)

Commercial Lecithin

.... With Particular Reference to the Chocolate Industry

By R. HAROLD MORGAN, M. S. C., A. I. C. With A. G. AVENT, F. I. C.

HE production of lecithin from soya beans in recent years has made what was hitherto an expensive material comparatively cheap, as well as supplying it in quantity on an industrial scale.

it

ed

m

p-

ot

to

n-

or

nd

ar

al

by

ve

on

. 5

er

set

eg-

ras

vas

is

ent

ed

ng

ner

be

m-

ned

a

will

sed

are

er-

VER

The authors have carried out considerable work in the scientific application of commercial lecithin to the manufacture of foodstuffs, particularly in reference to the manufacture of chocolate and its allied products. This practical application has at the same time been correlated with laboratory investigations and some results of the latter are given in this paper.

It must be distinctly understood that the term "commercial lecithin" when mentioned refers not to chemically pure lecithin but to the product sold commercially under various trade names which contains some 60 per cent lecithin, together with other phosphatid, soya bean oil, etc.

A. Extraction and Determination of Lecithin

Extraction of Lecithin, e.g. Cacao products

Considerable difficulty was experienced in finding a suitable method of extraction. (J. A. O. A. C., Nov., 1931). Repeated experiments showed that the most satisfactory solvent was a Benzene Alcohol mixture. The extraction can be carried out in two ways:

1. By boiling under a reflux condenser with Benzene-Alcohol solvent recommended by Dr. B. Rewald (Chem. Ztg., 1931, 55, 393, 394) (4 parts Benzene and 1 part Alcohol). A suitable quantity of the sample is subjected to three separate 50 ml. of Benzene-Alcohol, the first period being one hour, the second and third periods half an hour duration. Each fraction is filtered through a paper, and the paper returned to the flask and refluxed with the subsequent 50 ml. of Benzene-Alcohol.

2. Alternatively, a Soxhlet-extraction apparatus, using the Benzene-Alcohol solvent for 10 hours, is satisfactory. In both methods the Benzene-Alcohol solvent is distilled until just

sufficient solvent remains for transference to 80 ml. Platinum-Gold dish. The transference is completed by washing out the flask with a portion of the distilled solvent.

Determination of Lecithin

 Gravimetrically, applying Pregl's microanalytical determination of phosphorus.

To the extract in gold dish is added fusion mixture in slight excess to the estimated solids dissolved in the Benzene-Alcohol (reagent: Fusion mixture, equal parts Sodium Carbonate and Potassium Nitrate). It is then carefully evaporated to dryness, and when dry gently fused until quite clear. The fused mass is allowed to cool and just covered with distilled water, and concentrated nitric acid is poured down the side of the dish until complete solution of the mass is effected. The solution is then transferred to 100 ml. beaker, and 2 ml. of nitric acid containing sulphuric acid are added to clear the solution. (Reagent: 30 ml. sulphuric acid Sp.gr. 1.84 poured into a litre of nitric acid Sp.gr. 1.4 with 500 ml. of water). The volume of the solution is kept as low as possible, 30-40 ml. Warm on a boiling water bath. The hot solution is well shaken with 15 ml. of the Sulphante-Molybdate Reagent, which is poured into the middle. It is then allowed to stand three minutes and again shaken for half a minute. The precipitate settles for one hour and is then filtered by vacuum pump. (Reagent: Sulphate-Molybdate 50 grms. Ammonium sulphate in 500 ml. of nitric acid Sp.gr. 1.36 in 1 litre flask. 150 grms. powdered Ammonium Molybdate treated with 400 ml. of boiling water in a porcelain dish and stirred until solution is complete; rinsed into a flask and cooled to room temperature, and then poured into the Ammonium sulphate-Nitric Acid solution in a thin stream. The resultant solution is diluted to 1 litre and allowed to stand two days. It is then filtered and kept in a well stoppered bottle in a dark cool place). A Gooch crucible is used, 5 ml. capacity. This is prepared with asbestos, washed with alcohol and acetone and carefully wiped with a dry chamois and left for an hour in an exiccator containing no drying agent, but evacuated. The disappearance of all smell of acetone indicates that the crucible is ready to be weighed. The time to weigh is noted, and rapid work is necessary as the asbestos and the yellow precipitate are hygroscopic. The precipitate is collected in the usual way at the pump and washed with weakly acid 2 per cent Ammonium Nitrate solution. In order to remove last traces of the precipitate from the beaker 95 per cent Alcohol and 2 per cent Ammonium Nitrate solution are used alternately. The crucible is finally filled with Alcohol and then twice with acetone and wiped with dry chamois. It is then dryed in vacuo for an hour and weighed under exactly the same conditions as the initial weighing. An ordinary balance weighing to 0.1 mgm. may be used. The factor used in converting the Ammonium Phospho-Molybdate to P_2O_5 is 0.03326 or for Phosphorus 0.014524 (Pregl). The composition in vacuo of precipitate is $(NH_4)_3$ PO₄ 14 Mo O₃ (Pregl). The precipitate is 69 times the weight of the phosphorus.

2. Volumetrically—using Uranium Acetate solution

In a Gold-dish 0.5 grm. of the sample is incinerated with 1.0 grm. of Magnesium Oxide. When completely ashed, water is added and then 5 ml. of Hydrochloric acid. The solution is evaporated to dryness until all Hydrochloric acid is removed, and the residue is then redissolved in water and 5 ml. of Sodium Acetate solution (5 per cent) are added. The phosphates are then titrated with standard Uranium Acetate in the usual way, using freshly prepared Potassium ferrocyanide as an external indicator. One ml. Uranium Acetate Soln. = 0.005 grm. P₂O₅.

Results. A commercial lecithin using the

NEXT MONTH

WHAT fats can be substituted for cocoa butter which are perfectly harmless, cheaper, and which will efficiently play the part of cocoa butter in the chocolate mix? This and other questions will be discussed by Mr. Morgan in his next article, entitled "Chocolate Fats", appearing in December issue of The MANUFACTURING CONFECTIONER. Mr. Morgan, of Stanmore, Middlesex, England, is Technical Adviser and Consultant Chemist to some of the leading English Chocolate and Confectionery manufacturers.

Also other valuable features coming!

volumetric method gave on duplicate analyses a content of 62 per cent lecithin. From 0.025 grm. of the same sample fused according to the gravimetric method a precipitate of Ammonium-phospho-Molybdate weighing 0.0410 grm. was obtained, which is equivalent to 62 per cent lecithin.

The relative accuracy of the gravimetric method was shown by the following analysis.

A mixture of 98.5 grms. of cocoa butter and 1.5 grms. of a commercial Lecithin (containing 62.5 per cent of lecithin by the Uranium-Acetate method) was made. By fusing 1.0004 grms. of the above with 2 grms. of fusion mixture and precipitating the Phosphorus with the Sulphate-Molybdate Reagent, 0.0254 grm. of Ammonium Phospho-Molybdate was obtained. This corresponds with .000845 grm. of P₂O₅ which is equivalent to 0.0096 grm. of lecithin, i.e., 0.96 per cent, the actual amount present by calculation being 0.94 per cent (no allowance being made for any lecithin naturally present in the cocoa butter).

	Product	Method	Solvent	Wt. Taken Grms.	Amm. Phospho. Molybdate	P ₂ O ₃ Per Cent On the S	Lecithin Per Cent
1	Cacao Nib A (roasted)	4 Can Fut	Benzene-Alcohol	10	0.0627	0.0210	0.24
2.	Ditto		Ditto		0.0460	0.0306	0.35
3.	Ditto		Ditto	5	0.0430	0.0284	0.32
4	Cacao Nib B (roasted)		Petrol-Ether	5	0.0182	0.0121	0.14
5.	Ditto		Benzene-Alcohol		0.0478	0.0318	0.36
6.		Kenux 3 times	Benzene-Arconor	3	0.0470	0.0310	0.50
U.	fat)	Souhlet	Ditto	3	0.0372	0.0412	0.47
7.			Ditto		0.007.2		
	lized Nib by expressing		Direct	5	0.0082	0.00545	0.062
8.			Direct	5	0.0102	0.0068	0.077
9.	Cocoa Butter D (Dutch		Direct	5	0.0161	0.0107	0.122
10.			Direct	5	Trace		
11.			Benzene-Alcohol	10	0.0676	0.0225	0.256
	(roller process)		Delizent-Inconor		0.0010	0.0220	
12.			Ditto	10	0.0654	0.0218	0.248
	(spray process)						
13.		Reflux 3 times	Ditto	10	0.0438	0.0146	0.166
14.			Petrol-Ether	3	0.0042	0.0047	0.053
15.				3	0.0290	0.03215	0.366
	X-0.29% lecithin added	. Natural lecithin	in nib milk and co	ocoa butter =	= 0.089%, giv	ing a total	of 0.379%.

Table I gives the results of some analyses by the gravimetric method of cacao product showing the percentage of lecithin present. It will be noted that in those cases where different solvents have been used, Benzene-Alcohol mixture gives the highest result. Assuming the Benzene-Alcohol soluble phosphatides to be lecithin, this gravimetric method affords a rapid and accurate determination of lecithin even when only small quantities of the original substance are available.

B. The Effect of Small Additions of Lecithin on the Fluidity of Chocolate

The plasticity or fluidity of chocolate was measured by means of the "Falling Ball Method." A bronze sphere weighing 9.5 grms. with a rigid rod attached marked off by two points 10 cm. apart was used, and the number of seconds taken for the sphere to sink through the chocolate was taken as a measure of the plasticity.

- 1. A plain chocolate with a fat content of 29.7 percent. A 10-lb. lot of this was placed in a small melangeur and 0.2 per cent of the lecithin compound was added. This represents 0.12 per cent of actual lecithin. Another sample of the same chocolate was weighed out containing 0.5 per cent of the lecithin compound, i.e., 0.3 per cent of actual lecithin. Two further tests were carried out with 1.0 per cent (0.6 per cent actual lecithin) and 1.5 per cent (.09 per cent actual lecithin). The fluidity was measured at 40° C. It was found that the melangeur had a marked effect on the fluidity. In order to eliminate this factor further tests were made, using 100-lb. lots of chocolate in a "Tempering Kettle."
- 2. Results of Melangeur Experiments with plain chocolate containing 29.7 per cent fat, using 10-lb. lots.

Lecith		d											L	e	cithin %	No. of Seconds at 40 deg. C.
0				 	 			 			 	 			0	Too Plastic
0.2						9				٠					0.12	21
0.5				۰											0.3	22
1.0															0.6	45
1.5					0										0.9	120

3. Results of "Kettle" experiments with plain chocolate containing 29.7 per cent fat, using 100-lb. lots.

Lecithin	ı									L	ecithin %	No. of	Seconds 40° C
Ô.												Too	Plastic
0.25											0.15	26	18
0.50												32	20
0.75												60	36
1.00												120	65
1.50												120	70

Apart from the measurement by the "Falling Ball' the increased plasticity of the chocolate



with the progressive increase in lecithin content was apparent from the behavior of the 100-lb. mass in the kettle.

4. Results of "Kettle" experiments with milk chocolate containing 27.5 per cent of fat, using 100-lb, lots.

Lecithi	d									Lecithin %	No. of	Seconds 40° C.
Ó									۰	0	Too	Plastic
0.25										0.15	3.8	2.5
0.50										0.30	2.8	2.2
0.75											3.0	2.2
1.00											4.4	3.0
1.50											4.6	3.0
2.50											6.0	4.2

The changed plasticity with increasing amounts of lecithin is not so marked with the milk chocolate as with the plain chocolate.

5. Measurements showing the effect of "Conching" on milk chocolate containing 0.4 per cent lecithin compound (i.e., 0.24 per cent actual lecithin) using 900-lbs. of chocolate for the test, the conche running continuously.

Time in Co	n	cl	h	e	,											No. of	Seconds
Hours																33° C.	40° C.
1/2										 						2.4	2.2
11/2			٠							 						2.6	2.0
23/2										 			0			2.8	2.0
18																4.0	3.2

This indicated that a certain amount of the fluidity action of the lecithin is lost if conched for too long a period with the chocolate.

Numerous other tests have been made, the results in each case confirming what is shown in the above figures, viz., that the maximum increase in fluidity is given by the addition of about 0.5 per cent of commercial lecithin.

C. The Viscosity of Cocoa Butter and of Cocoa Butter Containing 1% of Commercial Lecithin (Acetone Washed) Containing 66% Lecithin

The increase in fluidity of chocolate caused by the addition of lecithin led to investigations as to the reason for this effect. At first sight it appeared that the apparent viscosity of the mixture had been reduced so the following experiments were carried out to ascertain the effect of lecithin on the true viscosity of cocoa butter.

The measurements were made with an Ostwalds Viscosimeter, over a range of temperatures from 45 to 95° C. using 7 grms. of fat.

	Cocoa E	Butter Co	coa Butter + 1	% Lecithin
Temp.		C.G.S.		C.G.S.
C.	Seconds	Units	Seconds	Units
95	675	0.11	670	0.11
90	740	0.12	740	0.12
85	820	0.13	830	0.13
80	9.25	0.15	950	0.15
75	1025	0.16	1035	0.16
70	1190	0.19	1200	0.19
65	1365	0.22	1345	0.22
60	1550	0.25	1570	0.25
55	1815	0.29	1805	0.29
50			2110	0.34
45	2625	0.42	2625	0.42

These two sets of viscosity measurements show that the lecithin of the order of 1 per cent has no effect on the viscosity of cocoa butter.

The viscosimeter was calibrated with distilled water 7 ml. at 13.8 C. time of efflux 73 seconds. This corresponds with 0.0117 C.G.S. units.

D. Surface Tension of Cocoa Butter and Cocoa Butter Containing Lecithin, by the Capillary Tube Method

As the viscosity of cocoa butter is unaffected by lecithin, experiments were then carried out to try the effect of lecithin on the surface ten-

sion according to the usual method.

The radius of the capillary was found by determining the maximum height attained by the water in the tube. Using this radius the Surface Tensions of Absolute Alcohol and Benzene were determined in order to check the accuracy of the measurements. The radius of the capillary tube was further confirmed by measuring diameter with a micrometer eye piece. The results were as follows:

Surface Tension = $\frac{1}{2}$ h. r. g. d.

Water 72.8 = $\frac{1}{2}$. 18 × r × 981 × 1 dynes/cm
r = 0.00824 cm

Alcohol S.T. 1 = $\frac{1}{2}$ 7.03 × .00824 × 981 × 0.79
= 22.5 dynes/cm (from Tables 22)

Benzene S.T.2 = $\frac{1}{2}$ 7.94 × .00824 × 981 × 0.879
= 28.2 dynes/cm (from Tables 29.2)

The surface tension of cocoa butter was determined at 45° C. A suitable time was allowed for the cocoa butter to reach the maximum height.

Mixtures of cocoa butter containing 1.5, 10, 15 and 20 per cent of commercial lecithin were made and similar determinations were carried out.

Surface Tensions of cocoa butter, and cocoa butter with lecithin.

%Comm Lecithin	Lecithin	Height c.m.	Temp.		Reduction f Surface T.
0	0	7.97	45	28.4	0
1.5	0.93	7.79	45	27.8	2.1
10.0	6.2	7.45	45	26.6	6.3
15.0	9.3	7.19	45	25.7	9.5
20.0	12.4	6.95	45	24.8	12.7

Specific gravity of cocoa butter at 45° C. taken as 0.883.

The commercial lecithin contained 62 per cent of lecithin.

The results make clear that the addition of lecithin reduces the surface tension of cocoa butter. This suggests that lecithin has an emulsifying action and so experiments were carried out on the effect of small quantities of lecithin on the interfacial tension between cocoa butter and water. For comparison similar experiments were made on the effect of lecithin on the interface between olive oil and water.

1. The Interfacial Surface Tension between olive oil and water and olive oil containing lecithin and water, using the Donnan-Drop pipette, 10 ml. capacity.

(a) Olive oil and water at 20° C.

Drop Number Interfacial Surface Tension 20.6 (Quincke)

(b) Olive oil + 0.8% lecithin compound (0.5% lecithin) and water at 20° C.

Drop Number dynes/cm.
881/4 Interfacial Surface Tension
dynes/cm.
17.0

2. Using another pipette, constructed to allow complete immersion in a large beaker of water. The delivery end of the pipette encased in a wide glass tube with the level of the distilled water one inch above the orifice.

	1	Lecithin			% Reduction of Inter-
		%	C.	No.	facial Surface Tension
Olive	Oil	. 0	20	21	
Olive	Oil	. 0.5	20	27	22
Olive	Oil	. 0	45	39	
Olive	Oil	. 0.5	45	56	30
Cocoa	Butter	. 0	45	30	
Cocoa	Butter	. 0.5	45	33	9
Cocoa	Butter	. 1.0	45	53	43.5
	Butter		45	59	49
	Butter		45	66	54.5

Considering the percentage reductions of Interfacial Surface Tension between the individual additions, 0.5 per cent lecithin effects a 9 per cent reduction, 1.0 per cent lecithin, 38 per cent, compared with 0.5 per cent lecithin-cocoa butter. The 1.5 per cent lecithin cocoa butter a 10 per cent reduction, and the 2.0 per cent lecithin-cocoa butter 10 per cent reduction from the 1.5 per cent compound.

From the above results the addition of 1.0 per cent lecithin has the most marked effect on reduction of the Interfacial Surface Tension between cocoa butter and water.



Cutting Fire Losses In Candy Factories

SUPERVISION of plant protection by a Central Station checks against failure of men and mechanical devices

Illustrations by National Safety Council

VERY candy factory in this country is in constant danger of disastrous fires. Last year, in sprinklered property alone, there were eleven fires big enough to get serious attention. Certainly this is a small proportion of the total, of which there is no record.

It is true that the buildings and machinery of those plants suffering fire damage were reasonably well covered by fire insurance. But a business does not consist of buildings and machinery. These are only tools. Unless they are used, there is no business. Fires—even small ones—stop production, which stops profits, which means that part or all of the enterprise is temporarily out of business. Now is no time to be out of business.

To protect the candy factory's property with insurance is essential, of course, but not by any means sufficient. It is the operation of the plant that is important, and to protect this from fire requires either preventing fires from starting at all, or extinguishing them before they do serious damage.

By systematic fire prevention efforts, candy factory fires can be greatly reduced, but they can never be eliminated. There will always be fires due to carelessness and to numerous causes beyond human control. Will these unavoidable fires be big or little? That will depend almost entirely upon how quickly they are discovered, what "first aid" treatment they are given, and how quickly they are reported to the fire department.

Supervised Sprinkler System Best

Regarding fire alarms, fire chiefs agree on two things: that the best fire alarm of all is an automatic sprinkler system supervised by an outside Central Station, and that in every case of fire an automatic alarm is superior to one depending upon a human agency. Speaking



Supervisors should check up on the extinguishers and see that they are properly placed in relation to the fire hazards.

of the supervised automatic sprinkler system, Fire Chief John J. McElligott of New York City says: "When we arrive at a fire reported in that way, we almost always find the fire either extinguished or well under control. Usually the first thing we do when we reach the scene of such a fire is to turn the water off of the sprinkler system. Thus we have only a small fire, and keep the water damage at the minimum."

In determining the desirability of adopting automatic sprinkler supervision, the candy factory operator should consider not only the number of unsatisfactory sprinklered fires on record, but also the number of sprinkler failures on record in which there were no fires. An accompanying table, compiled by the National Fire Prevention Association, shows the reasons why automatic sprinklers have failed. Last year about thirty-four per cent of these failures was due to the water being shut off. Any one may close a valve—an engineer, repairman, inspector, tenant, employee or an incendiary.

Records of Sprinkler Failures

The most reliable record of automatic sprinkler failures in which there were no fires comes from the experience of one of the largest of the Central Station companies, offering Central Station service from 117 offices throughout the Automatic sprinkler systems may sometimes fail through no fault of their own. These may be properly supervised by a Central Station, which immediately detects any abnormal condition.



country. According to this record, during 1932 these Central Stations responded to 85,326 alarms. All but 1,495 regular water flow alarms indicated that the sprinkler systems were totally or partially inoperative. Gate valves were closed in 23,370 of these cases. In 23,635 cases the air pressure was either too high or too low. In 4,174 instances there was low or high water in the pressure tanks. In 4,521 instances there was low water in the gravity and surge tanks. 2,113 alarms were caused by low temperature in exposed water tanks. In addition, there were 26,018 alarms caused by other abnormal conditions.

There is no record of unsatisfactory sprinkler operation in case of fire on a supervised system. It is practically impossible for a supervised system to fail. A constant check is kept on all the vital parts of the system. On the outside gravity tank a thermostat is installed. If a dangerously cold temperature is reached, this thermostat sends in a warning to the Central Station and a prompt investigation is made.

Another instrument is installed on the gate valve, which makes it impossible to close it without transmitting a signal to the Central Station. Likewise, other instruments detect insufficient air pressure, low water in pressure tanks, low steam pressures for fire pumps, and trouble on circuits to electrically driven fire pumps. It is even impossible to tamper with any of these instruments without sending an alarm to the Central Station.

But what of those locations where there is no sprinkler system? True, there are many locations in candy factories where automatic sprinkler systems are not considered desirable. For these locations there is available a Central Station controlled automatic fire alarm, which, in a sense, "feels flame." This system makes use of circuits of copper tubing, about one-twelfth of an inch in diameter, run along or around the ceiling or under the roof of the building.

The air in this tubing is at normal atmospheric pressure. It expands and contracts with increases and decreases in temperature. The ends of each tubing circuit are connected to a sensitive instrument, called a detector, which is actuated to send in a fire alarm only if there is



All valves of the sprinkler system should be inspected regularly.

a sudden rise in temperature, as in the case of a fire. This detector includes a thin-walled diaphragm. When there is a sudden rise in temperature, the 'pressure inside the tubing increases and the diaphragm bulges outward, closing an electrical circuit to an automatic transmitter which sends an alarm to the Central Station and the fire department. A small hole or vent associated with each diaphragm compensates for normal changes in temperature, such as are caused by heating systems, etc.

A system of this kind was given a severe test recently in Albany, New York, before a group of prominent state officials. A test fire was started in an open area, and in forty-eight seconds the Central Station telephoned that the alarm had been received. Many of the buildings of the Century of Progress Exposition in Chicago are protected with systems of this kind. A number of fires were automatically reported to a Central Station more than a mile from the Exposition grounds. These were in-

SUMMARY OF UNSATISFACTORY SPRINKLER FIRES

	1932	2-1933	1897-1933 incl.	
Reasons Why Automatic Sprinklers Have Failed	No. of Fires	Per Cent	No. of Fires	Per Cent
Water shut off	36	33.7	672	31.9
Generally defective equipment	4 7	3.71 6.5	386	18.4
Defective water supply or supplies	8	7.5	186	8.8
Sprinkler system crippled due to freezing	4	3.7	54	2.6
Slow operation of dry system or defective valve	6	5.6	65	3.1
Slow or defective operation of high test heads			25 ·	1.2
Faulty building construction, concealed spaces, vertical openings, etc	8	7.5	108	5.1
Obstruction to distribution	14	13.1	126	6.0
Hazard of occupancy too severe for average sprinkler equipment	2	1.9	124	5.9
Explosion crippled sprinkler system	9	8.4	100	4.8
Exposure or conflagration	1	.9	84	4.0
Plugged heads and piping (included with miscellaneous prior to 1921)	5	4.7	37	1.8
Miscellaneous	3	2.8	135	6.4
Total	107	100.0	2102	100.0

stantly transmitted to the Exposition fire department which extinguished the fires before they did any damage worth mentioning.

Many candy factories leave part or all of the problem of fire detection to watchmen. It is argued that where a watchman makes his rounds every hour, it would not be possible for a fire to get much of a start before it would be discovered.

Problems of Watchman Protection

Adequacy of watchman protection depends upon a number of things, most important of which are the efficiency of the watchman and the fire hazards involved. In highly inflammable buildings, watchman protection, even at its best, is by no means adequate. In proof of this is an experiment conducted by the Bureau of Standards. Two wooden buildings were deliberately set on fire just to see how fast the fire would progress. In less than ten minutes both buildings were so completely enveloped in fire that the most efficient fire-fighting organization could not have saved them from destruction. In the records of the National Fire Protection Association are numerous examples of fires that reached conflagration proportions merely because alarms were delayed no longer than ten to twenty minutes. Such fires can start and get beyond control between watchmen's rounds.

An idea of the efficiency of night watchmen can be gotten from the watchmen supervision reports of the American District Telegraph Company. In 1932 this company reported nearly 400,000 watchmen failures, each of which

was investigated. The reasons for these failures ranged all the way from death to intoxication. In about 30,000 cases the watchman forgot to ring in. In 1,300 cases he found the building locked and couldn't get in. In 3,000 cases he was sick or disabled. In more than 50,000 cases he made the excuse that he was too busy to make his rounds. And so on to such other excuses as lost the key, reported late for duty, weather prevented, went home, was entertaining visitors, sent a substitute who didn't know where the boxes were, and went to supper.

As numerous as these failures were, it is known that failures on unsupervised systems are more numerous. The main reason for this is that the watchman supervised by a Central Station realizes that he is being constantly checked up, and that should he fail to "ring in" on time, this failure will not only be immediately investigated but a report of it will be made to the watchman's employer on the following morning. Supervised watchmen also realize that they cannot avoid the consequences of failure by collusion.

It is not intended to minimize the importance of the night watchman in the candy factory. The data given here are merely intended to show the watchman's limitations as a fire detector and reporter. There are many locations in the candy factory where fire hazards are slight and where fire detection may be safely and logically assigned to night watchmen, provided they are properly supervised. Other locations should by all means be provided with automatic fire alarm equipment.

11-

n-

d.

ie

n-

all

m

re,

est

up

as

ec-

he

ld-

in

reile in-

ExecutiveWork In Selling Dealers

Faith in customers' ability to do more, and to do it better named among adjustments required of successful salesmen

By CHARLES L. LOW President, Charles L. Low Sales Service Chicago, 1ll.

the executive. Without it, other qualifications are of little use.

On this basis, many men who are still on the pay-roll quit their jobs years ago. They are only going through the motions of working.

During a recent talk before the salesmen of a large manufacturing organization, the writer made some very definite recommendations for jobber-dealer education. A salesman arose and said:

"That is all very fine, Mr. Low, if we could get our jobbers to do it. But speaking for those I know, they will not. What you recommend is very close to specialty dealer selling, and our jobbers would never think of making those recommendations to their men."

A few weeks later, Low was asked to talk to a sales meeting of one of these jobbers. He made the same recommendations. They were enthusiastically received by the entire organization. The jobber sales manager said:

"This is the very sort of thing we need. But there is only one thing I'm afraid of. I doubt if our dealers will respond. You know dealers. It's hard to get them to do very much, especially these days. I know many of them will refuse . . ."

By this time, it was getting to be a joke. We picked three of the "toughest" dealers, and tried them. All three responded immediately to the simplest presentation of the plans.

In another instance, where an

He must have faith in his own ability to get them to do it.

Salesmen must have faith in other men's ability to do better.

O HA po

HAT is the most important qualification of a good dealer salesman?"

The writer has been asked this question many times, and the answer is always easy. The first qualification of a good dealer salesman is exactly the same as that of an able executive. Here it is:

He must have faith in the ability of other men to work and learn—faith in their ability to do more than they are doing, and do it better.

He must have faith in his own ability to get them to do it.

There are other important factors. But this matter of faith in the abilities of mankind comes first, both for the dealer salesman and educational program was presented to a sales meeting, every salesman present claimed it couldn't be sold. They were astounded when twentytwo signed orders were shown from a total of twenty-five calls, on their dealers and distributors.

With dealer salesmen, this lack of faith is not lack of "vision," or faulty mental equipment. Many of the most brilliant minds among both executives and dealer salesmen lack faith in the ability of others to progress very much, and they also lack faith in their own ability to accomplish much with people.

The reason must be evident. Their own minds are filled with excellent ideas—they have such ideas easily —they see their application clearly. Thus, they make poor teachers—are likely to believe others are stupid, unwilling, or unambitious. They expect too much of their dealers or assistants. They expect progress to be too rapid. Above all, they detest the need for repeating their ideas, time after time.

Frankly, such men do not understand the principles of "idea presentation." Once they do understand them, once they learn to apply them, they make far better executives and dealer salesmen than those "born for the job." Let's see how it's done...

Soon or late, it is apparent to every dealer salesman, to every sales executive, that *presentation* is the place where dealer selling falters. Dealer cooperation, dealer education, these lag where all educational effort lags: In putting ideas into brains so actions result.

Able Men Often Poor Presenta-

Someone once said: If the race were divided into optimists and pessimists, the pessimists would have the brains, but the optimists would have the sales ability.

This is a measure of truth. Best thinkers are rarely able "presentationists." Many of our ablest menhave been notoriously poor public speakers. Many brilliant minds have grown embittered because they could not gain attention for their ideas—could move no one to action. Conversely, many able orators and mobmovers have had the shallowest of minds, and the silliest of ideas.

Study salesmen. (Statesmen, too, for that matter.) Note how those who have an easy time getting others to act are almost always optimistic. Note how those who have a harder time are likely to be a bit cynical, lacking in faith in the ability of others.

Note, too, that the optimists are open, frank, sympathetic, often ingenuous. They have a feeling for people which seems to guide them aright in the presentation of their ideas. They are rarely analytical. Rarely deep.

Can this guiding sympathy be acquired. Well, schools of personality say yes. But it is a long hard task, if it is at all possible, and nothing for us to worry about. For the

PRACTICE THE JOB

THESE practice suggestions are based upon the adjustments every dealer salesman needs to make to do a thorough selling job, no matter what the line.

Suggest at least three possible changes in stores which can give the line an advantage in display, or in attention value for dealer and personnel, in such a way that easier selling results.

Outline all the changes in dealer attitude toward his store which would result in advantage for your product.

List the ways your proposition exactly fits the work of your dealers and their personnel. List needed adjustments which might make it fit the work to better advantage.

4. How might working arrangements, or the dealer's ideas of the work, be adjusted to your line's advantage?

5. How can you show dealer or his people some distinct personal advantages in bettering the advertising, display or sale of your product?

6. If you are not successful with the ideas developed in number five, perhaps the ideas of personal advantage are distorted. Can you adjust these ideas until they fit actual conditions?

Examples under these various points are given in these pages. Every dealer salesman has others from his own experience, or he has never done any constructive dealer work at all.

The great difficulty lies in this: Though all good dealer salesmen make such adjustments from time to time, few do it consciously and in planned manner. They often forget, often have failures, because of this.

It is much like steel manufacture. The old-fashioned steel maker often made a product as good as that of the modern metallurgist, by rule of thumb. But often he didn't because he lacked a complete understanding of the processes he used.

No dealer program, no dealer proposition is complete, until it is planned to fit the factors mentioned in the best manner possible. very ablest executives, the finest educators, the very best salesmen, are those who have little of it. They are distinctly men of the other type, who have learned the principles of presentation, and make an interesting game of what has long been regarded an inborn art . . .

Difficulties With Sales Programs

Let any dealer salésman think back over his failures. He will find them of three kinds.

1. Those where he failed to adjust the store to his proposition—or vice-

2. Those where he failed with the "work department."

3. Those where the "unsold" personal element entered.

Consider each failure carefully, and then think how deliberately planned selling upon all three points, with constant adjustment, might have saved those dealers—made them successful.

Consider those failures carefully again, for we are hot upon the trail of the wreckage of much dealer selling—many entire dealer programs.

We cannot afford to let partial effort trip us up. Naturally, every dealer salesman uses this method—to some extent. Naturally, every dealer program must consider some of these adjustments. But many of the very best propositions have failed because they didn't consider all of them.

Instead, many planners of dealer propositions try to make trades. Instead of adjusting their proposition to the dealer's store or working methods, they will pile on extra profit, and leave an adjustment to the dealer. They will offer exclusive rights, or protected territory, or various peaking plans, to make up for obvious awkwardness in the adjustments we are discussing...

Dealer Effort Must Be Sold-We Can't Buy It

Hopeless, in all but exceptional cases. The dealer program, the proposition, the dealer presentation which tries to trade possible advantages, profits, anything, for carefully planned adjustments which fit it to the dealer's business, is almost certain to fail.

Study those lines most successfully sold by dealers. Are they those on which they would make most

n

d.

m

ir

nf

or

of

th

ck

0-

ck

p-

eir

ent

ily

ER

profits? Are they those which offer most peaking plans, most "hot shot stuff"? Rarely. Instead, they are those which have been carefully adjusted by good plans and good selling to dealers' stores, dealers' work, dealers' personal factors.

Minor product, major product, or in between, if we shove it at dealers with simply the profit story, we are asking them to take it, adjust it to their stores, their work and their personal equations unassisted. They will not do it. Most cannot do it. Only a few succeed, even when profits come up to salesman's promises. Money cannot change man's habits of thought, his ideas, his methods of working, his personal preferences. Only excellent selling, the presentation of planned ideas can do it. Only dealer salesmanship can do it.

Millions upon millions of dollars are buried under this mistake. Scores of excellent business propositions lie at the foot of this dump. And dealers have been sung the "Profit Song" until they all but gag at it. Profits do not follow a salesman's song. They follow the application of ideas. And, unfortunately, we cannot give men money to have them accept and use ideas. If profits alone will buy a sound dealer organization, then we can Christianize all the natives in Africa at \$10 a head.

Radio offers the last great example in business. Dealers made enormous profits in various lines. But when ready buying stopped, manufacturers found they did not have dealer organizations at all, in spite of enormous profits—only untrained opportunists, without a knowledge of merchandising, without loyalties, without comprehension of their work in distribution. Some of the best-known names in the industry faded out overnight, and dealer selling in the industry is still trying to find itself.

"You can't buy 'em with profits, boys, you gotta sell 'em."

Know Your Stores—Their Work —Their People

We have headed this chapter Executive IVork—Dealer Education. It is easy to see why. A dealer salesman, in the light of what we have just observed, is the direct representative, often the only per-



CHARLES L. LOW

THIS instructive discussion by Charles L. Low, a nationally-known authority on selling, is especially arranged for The MANUFACTURING CONFECTIONER. The accompanying article is a portion of Unit 7 of "Selling Dealers," written in nine separate units by Mr. Low and published by the Manz Corporation, Chicago and New York.

Mr. Low emphasizes "Executive Work" in educating dealers in the use of advertising, goods display, and salesmanship.

sonal representative of his company seen by his dealer. He "fronts" for his entire organization, from president to the newest shipping clerk.

His job is distinctly one of education, getting others to act for him. It is executive work of the highest order. Nor will it ever be well done by a man who lacks executive ability, plus a wide reach of information.

Let's list some of the facts dealer salesmen need to know for their educational work with dealers, and then have some examples of "three point adjustments":

General Information About Classes of Stores Sold

1. Retail Store Markets: How far will such stores "pull" trade under norma! circumstances? (What is a normal trading area?) How do various types of competition affect such stores? (Chains, department stores, etc.) What can be done to offset such competition? (Study methods of those doing it.) How do various classes of buyers in retail markets affect sales of product? What appeals best fit each class? (Study successful examples.)

2. Store Arrangement: What is best arrangement of types of stores sold? (From inspection of successful stores.) Where does product sold fit best in such arrangements? Why? What other products have selling relationship to sales of product sold? Can natural groupings aid one's sales.

3. Advertising: How can such stores use advertising successfully? (Study examples.) Where does product sold fit into advertising program?

4. What are the conditions which surround successful retail salesmanship in stores of the type, and for the product involved?

5. What are the major management problems of the stores sold?

6. What personal factors are directly involved with the product sold, and its competition?

7. Just how do working arrangements differ in successful stores from those which are less successful? This, in terms of personnel generally, and in work upon the specific product.

There is much more information dealer salesmen can use profitably about the stores they sell. But this much is positively necessary for best work, and it had best be accurate.

Why is it needful that salesmen know these facts? Well, we could offer many excellent reasons. But only one is necessary to convince. Most dealers they sell do not know them for their own fields. Certainly no salesman who does not know these facts makes a very able representative of his company. Nor can he do very well with dealer education.

We shall find, in the following examples, that with sound knowledge of merchandising factors, we can use the "three point adjustment system" to excellent advantage in dealer education. It is not merely what we should use—must use. It is just what we need. It permits us to repeat, time after time, all our major ideas—in terms of the store, in terms of the work, and in terms of personal equations.

Let us see how some salesmen are doing it.

Examples of Presentation Adjustments—The Store

We shall use simple products, and simple ideas for example, starting with adjustments having to do with the store:

Dealer's Idea of Store to Proposition: A soft drink salesman, with line of drinks and cooler proposition, picks excellent location in magazine and book shop. Wants neighborhood coverage, and this store is best available. Dealer "doesn't want people, especially kids, standing about slopping up soft drinks in his store."

Salesman takes dealer outside store. Points out that nearest competition is two blocks away, that there is a school and car-stop near. Explains dealer's store as it really is—shows how drinks will bring in even present non-readers, and widen magazine and book sales. Uses drug stores and fountains as example. Suggests also line of confectionery. Demonstrates there is ample room.

Points out that book and magazine customers largely "wait on themselves." Shows how sales of newspapers and magazines can lead to incidental sales of drinks and candies—and vice-versa. Discusses better display arrangement of books and magazines with new store arrangement. Even hints at fountain in the future, with young assistant. Stirs ambition, and puts in some of the personal touch.

Finally sells idea, but his first adjustment is only one in a long series if he would have an excellent out-

d

ıt

ie!

W

or

1-

×-

ge

an

er

ve

ist

·e-

or

in

of

are

st-

ind

ing

rith

TO

les-

oler

tion

ants

this

aler

ids,

soft

side

oni-

NER

ADJUSTMENT OF PROPOSITION TO STORE: Companies are constantly developing special display cabinets, (which are often a disadvantage because they take the product out of its natural grouping), or planned departments to fit certain types of outlets. The point we wish to make here is that salesmen can often make store adjustments which will result in more sales from a given outlet than all the elaborate planned work of their companies.

This is especially true of adjustments which involve store changes. Indeed, they can often use a store change to sell the product.

Adjustments in the Work

The salesman on the ground can, and should, see dozens of ways of adjusting the work to his line, or his line to the work, for individual dealers. It is his job to see that the work of selling his product moves smoothly. Again we shall have simple examples.



Every salesman must make adjustments to do a good sales job.



How can you show the dealer or his people some distinct personal advantages in bettering the advertising, display or sale of your product?

ADJUSTING THE WORK TO THE PROPOSITION: Such an adjustment cannot be carried too far. It takes a major proposition to change the habits of work in store personnel to any great degree, or a long period of careful suggestion . . .

Few dealer men play enough upon the interests and ambitions of the store personnel. When they do attempt it, they are often stopped by the dealer because they try to carry it too far . . .

Contrast this with the simple suggestion of a candy salesman. In one small outlet, a "one-man store," the owner usually "loafed" behind the cigar counter. It was at the front of the store, and the aisle behind it opened at both ends.

The candy counter was against the opposite wall at the front, but closed off at the door end by a small case.

The salesman suggested moving this small case across the end of the cigar counter. When this was done, the store owner found it more convenient to loaf behind the candy case. It was here his incidental customers gravitated rather than toward the cigars. Candy sales increased at once, especially on the salesman's line, which had an excellent display.

This is hardly a work adjustment. It is more nearly a "store and loafing" adjustment. It is given from many examples, because it shows what minor and unnoticed little suggestions can result in increased sale of merchandise. Nothing is too small for the salesman to overlook in this business of trapping dollars with merchandise and human effort.

ADJUSTING THE DEALER'S IDEAS

OF THE WORK TO THE PROPOSITION: If retail businesses are to sell more merchandise, it will mean work adjustments of the nature we are discussing. Dealers and sales people must get a new idea of the work.

They must see it as a matter of displaying and selling goods. Often, they will need to "double in brass" exactly as did the musicians and actors in Tom Shows.

It is easy enough to show most dealers that the least used force at their command is *salesmanship*. There is little able retail salesmanship except in a few specialty lines.

How can these people be taught to sell? Well, they can't do better than to make a start, with the able suggestions of a dealer salesman who knows how to do it himself. But most dealer salesmen, faced with this positive opportunity, prove they know little about selling by trying to get retail people to push their lines, instead of teaching them how to sell them.

This is one of the finest of all times to adjust the ideas of dealers and their personnel about their work—if it is done so results accrue. The salesman who can show retail people how to work to better advantage these days can almost own the store.

For example, we shall use one jobbing salesman. Employing his knowledge of store methods with a 6 floor house furnishing store, he was able to point out positive economies of some \$40,000 annually, in stocking goods, in making deliveries, in packing and wrapping merchandise, in the disposition of the sales force in various departments.

This man was a jobber salesman to most everyone, probably, but to the head of that store, he was a business advisor. In one instance, he shipped \$6,000 worth of merchandise to the store without an order, went to the store, arranged the details of its sale, and got another order for more.

His selling method in this case was far more than simply a "work adjustment." But he first got the ear of the management, started his whole program, by changing their ideas of the working arrangement in their store—and then, the work itself in many instances.

A word of caution is needed here.

Work adjustments need to be made slowly and easily, with enough time for people to accustom themselves to the changes. People cannot be tossed into new work . . .

Most dealers can be readily shown that they put in more time upon functions than they do upon the application of selling forces (advertising, good display, salesmanship). If at the same time, the salesman shows some means of applying selling forces in practical fashion upon his line, he usually gets results.

ADJUSTING THE PROPOSITION TO THE WORK: American business has done more to adjust products and their sale to the intensified work of modern retailing than any other nation, by long odds. From packaged goods to machinery sealed in steel with factory service, the production department has struggled to make propositions fit "over the counter selling," a "wrap it up and take it" matter.

If dealer salesmanship had only done half as much toward making finer adjustments, specific suggestions to make even a closer adaptation of the proposition to the work in particular stores, it would be a different business world.

Simple as production has made many products, there are still things sales people need to know, methods they need to be taught.

Why offer specific examples? Stores swarm with them. Retail people who do not know how to show their quality and tell their story . . .

There is hardly an industry where dealers and their people do not plainly need much aid.

Why isn't it given? Well, for one thing, many dealer salesmen claim they haven't time. Many do not know how to teach. But more than this, most think it is unnecessary. They can't see the sense of it.

If they would only get behind the counter, learn the questions their retail people are asked about their own products, the problems which come up in its purchase, stocking, display, sale, delivery, and service, they would have a means of knowing what they should do to adjust their proposition to the actual working conditions of the stores they sell.

"Behind that counter every Saturday A. M.—learn how to adjust your proposition intimately to the details of store working"—what a slogan for better dealer education. It works. Ask men who have tried it. They not only learn much they never guessed about the relationship of their products to the public, and to store working methods, they also learn much which can help them in personal adjustments . . .

An Explanation of Success

Executive work—dealer education—does this give a picture of it?

It is manifestly impossible to make definite suggestions for specific lines. But with these hints as a guide, most any salesman can construct his specific job.

Let no one slip, as many salesmen have slipped in the writer's experience, and say he makes these adjustments now. Of course he does. No dealer salesman ever did any dealer selling without making some of them—for they are dealer selling.

Yet, if any one is tempted to say: "Why, I do this all the time," he is probably wrong. For, from a knowledge of the work of hundreds

of dealer salesmen, the writer has found precisely none who even came close to making all these adjustments consciously, and in planned fashion, even half the time.

The difference in completeness, and in degree of carrying them out, is the difference between a failure and the finest dealer salesman in the country. Let every salesman know this who envies the glad-hander, the natural-born "presentationist."

For in the writer's experience, it is precisely the "natural born" dealer salesman, who may have an excellent record, who can least tell how he sells. He does not know. He could no more explain what steps he carries out in his work, than he can explain his numerous failures, because he often forgets to carry them out . . .

In the same way, the dealer salesman who will consciously plan his adjustments for his line will far outstrip the best natural-born practitioners on the force—time and effort being equal.

It doesn't come to a man in a day, this planned dealer selling. It takes time, and thought and practice.

At right is shown a reproduction of consumer advertisement featured in a series to dramatize Cellophane protection for products. It is admirable educational support of candy manufacturers using this germproof visible packaging.



"Do You Favor an Exposition?"

N. C. A. Takes Vote of Supply Firms in Questionnaire On 1934 Convention Set for Week June 11, New York

In a questionnaire to members of the allied trades supplying materials to the confectionery industry, including firms which have exhibited at expositions in connection with past conventions, the National Confectioners' Association, through Secretary Olin M. Jacobs, is asking companies whether or not they favor a show during the next annual convention which is to be held in New York City the week of June 11, 1934.

Owing to the expense involved in proportion to the business which the exhibiting firms have obtained during expositions of the past few years, many have raised the question of the advisability of staging the shows regularly each year. Some exhibitors have felt that the interest of candy manufacturers in the exhibits has declined in recent years, and during the Chicago convention last year a meeting was held by the exhibitors upon the question. Some favored holding the exposition alternating years, but no definite decision was reached by group action. The question has now been raised by the N. C. A. Executive Committee in order to make arrangements accordingly for the New York meeting which will probably be held in the Hotel Wal-

The following four questions are included in the letter and questionnaire sent the supply firms by Mr. Jacobs on November 7:

1. "Do you favor an exposition in connection with the convention?

2. "If an exposition is arranged, do you prefer the management of Roberts Everett Associates; or Mr. A. B. Coffman; or do you favor our asking for propositions from a number of exposition managers? (Underline your choice.)

3. "Would you probably exhibit at New York in 1934? (This question is not intended to commit you in any way.)

4. "Please indicate in which of

the last three years your company has been an exhibitor at N. C. A. Conventions—1931, 1932, 1933."

Mr. Jacobs states that replies may be addressed to him personally and that individual views will be held in confidence.

Candy Code Waits on Washington; Committee Meets and Urges Limiting Plants to 1 Shift, 40 Hrs.

IGHLIGHTS of the present situation on the Manufacturing Confectioners' Code center around the administration's action upon the pending Master Code of the Food Industry, the national Retail Code which has gone into effect, and the N. C. A. Industrial Planning Committee's recommended revision of the labor provision of the candy code limiting factory operations to one shift of 40 hours per week, excepting during 3 months of the year when a double shift will be permitted.

Although a movement was on foot during the recent hearings of the Master Food Code to include all branches of the food industry under it, indications now are that the vigorous opposition of the confectionery industry will result in its exemption on account of its own code "which is better adapted to the needs of confectionery manufacturers." During the hearing, Max F. Burger, Assistant Managing Director of the Industrial Recovery Division of the N. C. A., presented a brief stating the industry's case.

"With the Master Code hearing disposed of, the road is rapidly being cleared for hearings on other codes and approval of them," said the President of the N. C. A., following recent conferences at Washington, accompanied by Vice-President J. M. Gleason and others.

The administration's exclusion of

the "stop-loss" provision from the newly adopted Retail Code (much to the disappointment of the retailers who wanted sales below cost prohibited and a minimum of 10 per cent mark-up required) indicates that the candy industry has a stiff hurdle to overcome in its desires to such a provision included in its code. ertheless, the N. C. A. President declares: "The policy of the AAA is still opposed to the rule prohibiting sales at or below cost and to the mark-up provision. But this is so essential to the candy industry that we feel it necessary to continue to include it in our code and to make every effort to secure its approval."

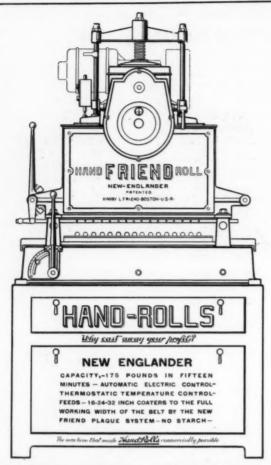
There will probably be no more public hearings on the Master Food Code, according to a release from the Educational Department of the N. C. A. headquarters. The N. C. A. relief, with others submitted, will be acted upon by an Administrator or Deputy of the AAA and representatives of the following branches of the AAA: Consumers' Council, Food Products Division, Code Analysis Section, Processing and Marketing Division, Legal Division.

Subsequent to the action of this board, the brief will be submitted to President Roosevelt. The same procedure will be followed in the case of the candy industry code, it is understood.

At the last meeting of the Industrial Planning Committee of the N. C. A., which was held in Chicago, October 22 and 23, the Industrial Board presented its report on negotiations in Washington during the past four months working toward the adoption of the code. At this meeting the Committee turned over to the Board the responsibility for completing the code of fair competition for the industry and submitting it to the AAA and the

(Turn to Page 58)

THESE MACHINES PAY



GOOD-BYE, STARCH!

The FRIEND method of HAND ROLL production completely eliminates the messiness of starch casting. While accomplishing tremendous savings in time, space and labor, a decidedly improved cream center is produced. It will pay you to investigate.

Manufactured by

HARRY L. FRIEND

52 INDIA STREET BOSTON, MASS. It does not require involved mathematics to prove that any than offset its original cost in actual savings in a astonish this, our representative will be glad to show you. Friend Kettles, Twinplex Sizing, Twisting and Cating M Vacuum Cookers have all been designed with one guid economical production of quality candies. Each of these its manufacturers can afford to overlook any opportunity to s with one of our representatives without delay. You'll find



SAVES 25%!

No recent changes in kettle design have accomplished the savings made possible by the

NEW HOLMBERG KETTLE

This kettle will show a saving of 25% in the cooking time over obsolete kettles now in use. A marvel of efficiency! It will pay you to investigate.

Manufactured by

CHAS. HOLMBERG & CO.

2734-44 HIGH STREET CHICAGO, ILL.

SALES



THE V. O. HERMANN

2734-44 High Street CHICAGO, ILL.

41-43 Ossington Avenue, TORONTO - 3 - ONTARIO

PRODUCTION

PAY FOR THEMSELVES!

o prove that any one of these pieces of equipment will more as in an astonishingly short space of time. If you doubt you riend Hand Roll Machines, Holmberg and Cuting Machines, and Simplex Double-Duty d with one guiding purpose in mind, i. e., the efficient and Each of these items exemplifies that objective. Today, few opportunity to save money. We'd suggest your consulting lay. You'll find it profitable in many ways.



A REAL MONEY-SAVER!

The TWINPLEX is the most highly perfected machine yet developed, for sizing, twisting or cutting candy sticks. It will handle sticks of any shape or length. An asset to any hard candy department. It will pay you to investigate.

Also our continuous, automatic CUT ROCK UNIT for sizing, cooling and cutting square, round or triangular cut rock candy.

Manufactured by

V. O. HERMANN CORP'N

15 PARK ROW NEW YORK CITY



PERFECT COOKING with SIMPLEX!

Cream FONDANTS cooked in this new type and more powerful Simplex Vacuum Cooker give a larger production of finer quality, better textured confections.

Time of operation cut down and valuable floor space saved.

Write us for information about these savings and improved results.

The cookers are DOUBLE-DUTY. The finest HARD CANDIES, all sugar or glucose batches can be produced.

Manufactured by

VACUUM CANDY MACHINERY CO.

15 PARK ROW NEW YORK CITY



CORPORATION

ENGINEERS

15 Park Row, NEW YORK

1933	Z	ov	EMI	BEF	2 15	933
6.00	Mon	Tue	Wed	Thu	FR	4
51219	6 13 20 27	7 14 21 28	1 15 22 29	9 16 23 30	10 17 24	11 18 25

1933 DECEMBER 1933

Sun	Mon	Tue	Wed	Thu	Fr!	Sol	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	31	25	26	27	28	29	30

ca cit ar ar ti

of

November 11th Month 30 days 4 Sundays 4 Saturdays		December			
				***	5 Sundays 5 Saturdays
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	w	Weekly meeting Colorado Confectioners' Assn. (each	1	Fr	Get out your Santa Clauses. It's almost here.
		Weekly meeting Colorado Confectioners' Assn. (each Wednesday), Oxford Hotel, Denver.—Monthly meeting Retail Confectioners' Assn. of Philadel- phia. Elks Hotel.	2	Sa	
		phia. Elks Hotel.	3	S	******
2	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Monthly meeting West- chester Candy Jobbers' Assn., Yonkers, New York.	4	М	Monthly meeting The Candy Production Club of Chicago, Chicago, Ill. Fourteenth Exposition of Chemical Industries, Chas. F. Roth, Manager, Grand Central Palace, New York City. (4-9)
3	Fr	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.	5	Tu W	Weekly meeting Colorado Confectioners' Assn. (each Wednesday), Oxford Hotel, Denver, Monthly meeting Petril Confectioners' Assn. of Philidal
•	Sa	***************************************			phia, Elks Hotel, Philadelphia, Pa.—American Institute of Chemical Engineers, Roanoke Hotel, Roanoke, Va. (6th-8th)
5	S	•••••	7	Th	
6	M	Monthly meeting The Candy Production Club of Chicago, Chicago.	1		Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel. Cincinnati, Ohio.—Westchester Candy Jobbers' Assn., Yonkers, New York.
	w		8	Fr	Weekly meeting Utah Manufacturers' Assn. (each
9	Th	Monthly meeting Board of Governors of New York			Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioner's Club, Louisville, Ky.
10	Fr	Candy Club, Inc., Hotel McAlpin, New York City.	9	Sa	The Confectionery Salesmen's Club of Baltimore banquet, Rennert Hotel, Baltimore.
11	Sa	Armistice Day.	10	s	
12	S	Armistice Day.	11	M	Easter and St. Valentine novelties and boxes should
13	M	***************************************		_	be well advanced by now.
14	Tu	Monthly meeting Confectioners' Buying Assn., Inc., 17 E. Austin Ave., Chicago.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago.	12	Tu	Monthly meeting Conf. Buying Assn., Inc., 17 E. Austin Ave., Chicago.—Monthly meeting Chicago Candy Club, Hotel Sherman; Western Confectionery Salesmen's Assn. Convention, Medinah Michigan Ave. Club, Chicago (12th-14th).
15	w		13	w	Christmas buying in full swing.
16	Th	Monthly meeting Utah-Idaho Zone Western Con- fectioners' Assn., Salt Lake City, Utah.—Regular monthly meeting New York Candy Club, Inc., Hotel McAlpin, New York City.	14	Th Fr	
		Hotel McAlpin, New York City.	16	Sa	***************************************
17	Fr		17	S	*************
18	Sa	****************	18	M	
19	S		19	Tu	Monthly meeting Candy Executives' & Asstd. Industries' Club, St. George Hotel, Brooklyn, N. Y.
20 21	Tu	Monthly meeting Candy Executives' & Asst. Indus-			—Monthly meeting Confectionery Salesmen's Club of Philadelphia Inc., Progress Club, Philadelphia.
		Monthly meeting Candy Executives' & Asst. Indus- tries' Club. St. George Hotel. Brooklyn, N. Y.— Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club. Philadelphia.	20	w	***************************************
22	w		21	Th	Monthly meeting Utah-Idaho Zone Western Con-
23	Th				Monthly meeting Utah-Idaho Zone Western Confectioners' Assn Salt Lake City, Utah.—Monthly meeting New York Candy Club, Inc., Hotel Mc-Alpin, New York City.
24	Fr		22	Fr	Aipin, New York City.
24	PT	One month to Christmas. Holiday boxes and novelties all ready to go on display?	23	Sa	
25	Sa	Monthly meeting The Pittsburgh Candy Club, Pitts- burgh, Pa.	24	S	Remember-lots of candy in those stockings!
26	8	ango:	25	Tu	Merry Christmas! Monthly meeting Candy Square Club of N. V. City.
27	M				Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.
28	-		27	W	
	Tu	Monthly meeting Candy Square Club of New York City, Inc., Hotel McAlpin, New York City.	28	Th	Monthly meeting Association of Mfg. of Confr. & Choc. of State of New York, Pennsylvania Hotel, New York City.
29	W	Easter and St. Valentine novelties and boxes should be well advanced by now.	29	Fr	How about that inventory?
30	Th	Monthly meeting Assoc. of Mfg. of Confectionery & Chocolate of State of N. Y., Pennsylvania Hotel,	30	Sa	Monthly meeting The Pittsburgh Candy Club, Pitts- burgh, Pa.
		New York City.	31	S	***************************************

Some Sweetest Day Stories

Slogan, "Make Somebody Happy" Carries On

WEETEST DAY, on October 21 this year, although not packed nationally by the N. C. A. as in the past, was observed successfully in many cities under sponsorship of the local candy associations. Most of these cities had observed Candy Week and Sweetest Day in previous years and because of the traditional festivities which had been developed around it in connection with candy gifts to institutions and stimulated sales to the public, the confectioners of these communities decided to make a big feature of it again this

Reports outlining some of the promotional events sponsored have been received, although probably many others were held as well.

Cincinnati Stages Balloon Race

Cincinnati, Ohio, which has always been outstanding in its Sweetest Day programs, offered its most unique event this year. The Cincinnati Candy Association, in connection with a local newspaper, sponsored a toy balloon race for boys and girls at Deer Creek Commons, from which place 2,500 gas-filled balloons with entries attached were released. Crowds attended the event, and considerable excitement prevailed for two weeks in advance, during which time the newspaper gave it publicity.

Entries were obtained by the children for two weeks in return for 25 coupons obtained at any of the hundreds of retail stores. A coupon was given with each penny or bar specialty among the items manufactured by the following local manufacturers: Doscher Bros., The W. C. Johnson Candy Co., The John Mueller Licorice Co., National Candy Co., Nuss Confectionery Co., The Puritan Chocolate Co., The Sauerston-Brown Co., and Geo. E. Smith Co.

All the manufacturing retailers in town were also tied in on the scheme. They distributed the certificates, however, with every pound box of candy.

Balloons reported having traveled the farthest from Cincinnati by October 28 won the 50 prizes offered. One traveled 225 miles.

C. L. Graeser, manager of the Echert factory of National Candy Co., who was chairman of the event, reported that the balloon race idea developed more interest than anything ever attempted to stimulate candy sales locally.

"From a survey made," said Mr. Graeser, "the manufacturers who tied in with the plan obtained better than 75 per cent distribution of their products featured with the coupon. The jobbers grabbed onto it with a lot of enthusiasm, as did the retailers, and the kids came through with exceptional support considering that the special sale was limited to a two weeks' period. That, incidentally, was the only weak point in the whole plan. We should have run it for a month.

"While the manufacturing retailers who tied in with the scheme didn't profit so much from the fact that certificates of entry were given with each pound of candy sold, they did cash in on the ballyhoo attendant to the race itself.

"Sweetest Day ran true to form with a hot day, so it was with considerable hesitancy that I made inquiry of the various retailers concerning their results, but here are some of their expressions—

"'Exceeded all expectations!"

"'Best day we've had in three years!"

"'If I were to tell you the amount of business we did, you wouldn't believe me!"

"Cincinnati unquestionably will make this Balloon Race feature a permanent stunt for some years to come at least."

Buffalo Confectioners Treat 8,000 in Candy Caravan

Confectioners of Buffalo, N. Y., sponsored a Candy Caravan which made a week's journey to visit with cheer and candy 8,000 residents in orphanages and old folks' homes throughout the city.

This commendable event in connection with newspaper advertisements and publicity leading up to Sweetest Day was sponsored by the Buffalo Confectioners and the Greater Buffalo Wholesale Confectioners' Association, with the cooperation of a newspaper. Theodore Merckens, of Merckens Chocolate Co., Inc., was chairman.

A vaudeville show was staged for the entertainment of the happy kiddies and grown-ups in each institution, while boxes of candy were given by the confectioners who set out to practice their slogan, "Make somebody happy with candy."

"In past years," said Mr. Merckens, "most of our confectioners claimed that they did more busness on Sweetest Day than on any other Saturday at that time of the year. Therefore I presume that this year will have the same report. Furthermore, our confectioners now feel that we would rather give candy to the institutions even if Sweetest Day were not profitable, for we have made it a sort of confectioners' custom. We get such a kick out of it we would not wish to discontinue it."

A similar plan was carried out by manufacturers of Cleveland, Ohio, who distributed 6,000 packages of candy to Cleveland hospitals and institutions as a prelude to Sweetest Day. The committee in charge was headed by E. D. Sims of the Chandler and Rudd Co.

Other cities observing Sweetest Day included Dayton, and Toledo. Ohio. Some national chain stores, such as F. W. Woolworth & Co., also observed it by the prominent use of posters in their stores.

Baltimore Salesmen's Sixth Banquet Set for December 9

THE Sixth Annual Stag Banquet of the Confectionery Salesmen's Club of Baltimore, Md., will be held Saturday, December 9, 7:30 p. m., at Hotel Rennert. The committee, headed by T. Donald Elliot, 800 E. 33rd St., plans the biggest affair in the club's history. Over 400 candy salesmen, jobbers, and manufacturers from all over the East Coast are expected to attend.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. Each sample represents a bona-fide purchase in the retail market so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Hard Candies, Cordial Cherries and Panned Goods

Code 11a 33

Burnt Peanuts-7 oz.-10c

(Purchased in a chain store, Los Angeles, Calif.)

Appearance of Package: Good. Cellophane bag, clip printed in red on top.

Color: Good.
Peanuts: Soft.
Flavor: Fair.
Panning: Good.

Remarks: Peanuts were soft, not a good eating burnt peanut.

Code 11b 33

Lemon Drops-2 oz.-5c

(Purchased in a drug store, New York City)

Appearance of Package: Good. Printed folding box; pieces in shape of lemon slices and individually wrapped in wax paper.

Color: Good. Flavor: Good. Mould: Good.

Remarks: Pieces were grained and did not taste good. A checkup is needed; drops are not made or cooked right.

Code 11c 33

Sour Lemon Drops—2 oz.—5c (Purchased at a newsstand, New York

City)

Appearance of Package: Good. Printed folding carton, Cellophane wrapped.

Color: Good. Taste: Fair.

Taste: Fair.
Mould: Good.

Remarks: Suggest less acid be used so it does not dominate the lemon taste.

Code 11d 33

Mint Hard Candy Leaves—5 oz. —25c

(Purchased in a drug store, New York

Appearance of Jar: Good. Hexagon shape jar, black screw cap. Black and gold seal.

Colors: Good. Mould: Good.

Flavor: Hardly any could be tasted.

Remarks: This is a good looking hard candy jar but pieces lacked flavor.

Code 11e 33

Chocolate Panned Almonds—15 for 5c

(Purchased at a candy stand, New York City)

Pieces sold in bulk.

Coating: Good.
Almonds: Good.
Taste: Good.
Panning: Good.

Remarks: This is a good eating panned chocolate almond.

Code 11f 33

Assorted Jordan Almonds—10 Pieces—3 for 10c

(Purchased in a cigar store, New York City)

Appearance of Package: Fair. Almonds on open end tray with printed Cellophane wrapper.

colors: Too deep. Flavors: Fair.

Panning: Bad; all colors faded.

Almonds: Too soft.

Remarks: These almonds were not made right. Almonds were not dried out enough, colors entirely too deep. Faded colors and cracks caused by wet almonds.

Code 11g 33 Cordial Cherries—1% oz.—

3 for 10c (Purchased in a cigar store, New York

Three cherries cupped in open end tray,

printed Cellophane wrapper.

Appearance of Package: Good.

Coating: Dark; good.

Fondant: Good. Cherry: Good. Flavor: Good.

Remarks: This is one of the best 5c cherry packages examined by the Clinic this year.

Code 11h 33

Panned Licorice Strings—(No weight—about 2 oz.)—5c

(Purchased in a bus terminal, New York City)

Appearance of Package: Good. Cellophane bag used.

Colors: Good.
Flavor: Good.
Panning: Good.

Remarks: Considerable trouble can be expected by a manufacturer who puts out a package without name, weight or address on packages of any kind.

Code 11i 33

Hard Candy Cuts—30 Grams—5c (Purchased in a drug store, New York

Appearance of Package: Good. Green lime cuts, printed Cellophane wrap-

Color: Good. Flavor: Good.

Remarks: This is a good eating lime drop but a small looking package at the price of 5c.

Code 11j 33

Panned Peanuts—No weight —about 2 oz.—5c

(Purchased in a bus terminal, New York City)

Appearance of Package: Good. Cellophane tube used.

Color: Good.
Coating: Good.

Peanuts: Soft; not good eating.

Panning: Good.

Remarks: Peanuts were not treated right as they were soft and not good eating.

Code 11k 33

Assorted Pops-8 pieces-5c

(Purchased at a newsstand, New York

Appearance of Package: Fair; most pieces grained; Cellophane wrapped. Colors: Good.

Flavors: Good.

Remarks: Considerable trouble can be expected when the manufacturer does not print name and address on wrapper.

Code 111 33

Cordial Cherries-1c each

(Purchased in New York City)

Appearance of Piece: Fair. Sold in bulk.

Coating: Fair.

Fondant: Good. Cherry Piece: Good.

Flavor: Good.

Remarks: A good eating cherry at the price of 1c.

Code 11m 33

Cordial Strawberry-1c each

(Purchased at a candy stand, New York City)

Piece was foiled.

Coating: Good for a 1c seller.

Cordial: Good. Flavor: Good.

Remarks: This piece is made of a strawberry fruit syrup; a good eating 1c seller.

Code 11n 33

Chocolate Panned Filberts—10 for 5c

(Purchased at a candy stand, New York City) Sold in bulk.

Coating: Good.

Filbert: Good.

Taste: Good.
Panning: Good.

Remarks: This is a good eating panned chocolate filbert.

Code 11o 33

Assorted Jordan Almonds—11/4 oz. —5c

(Purchased in a railroad depot, New York City)

Appearance of Package: Good. Open end tray used, Cellophane wrapped, with red and gold seal.

Colors: Good.
Flavors: Good.
Almonds: Good.
Panning: Good.

Remarks: This is a good 5c Jordan almond package.

Code 11p 33

Chocolate Panned Brazils—29c the lb.

(Purchased in a department store, New York City)

Sold in bulk.
Coating: Good.
Brazil: Good.
Taste: Good.
Panning: Good.

Remarks: This is a good eating chocolate panned Brazil and cheaply priced

at 29c the pound.

Code 11q 33

Cordial Cherry-1c each

(Purchased at a candy stand, New York City) Foil wrapper. Coating: Good.



Cherry: Good. Cordial: Good. Taste: Good.

Remarks: This is one of the best cordial cherries examined by the Clinic for some time.

Code 11r 33

Chocolate Panned Raisins and Nuts-29c the pound

(Purchased in a department store, New York City)

Sold in bulk.
Coating: Good.
Raisins: Good.
Nuts: Good.
Taste: Good.
Panning: Good.

Remarks: Raisins and nuts were good eating and are cheaply priced at 29c the pound.

Code 11s 33

Chocolate Pineapple-1c each

(Purchased at a candy stand, New York City) Sold in bulk.

Coating: Light; had a bad taste. Pineapple: Was a pineapple core.

Taste: Good.

Remarks: The coating on this piece had a sour taste.

Code 11t 33

Cordial Fruits-4 pieces-5c

(Purchased at a candy stand, New York City)

Appearance of Package: Good. Four pieces in cups, open end tray.

Chocolate Coating: Fair.

Centers-

Strawberry: Texture good but lacked flavor.

Cherry: Good.
Pineapple: Good.
Raisin: Good.

Remarks: Label reads "Cordial Fruits"

Pieces do not have any cordial; had
a soft cream with fruit in it.

Code 11u 33 Assorted Stick Candy Jar—1 lb. —25c

(Purchased in a retail store, Chicago,

Appearance of Jar: Fair.

Jar: Hexagon shape, white cap, silver and blue label.

Colors: Good.
Gloss: Hardly any.
Stripes: Good.
Flavors: Good.

Remarks: Jar was not packed right as all sticks were broken, causing considerable dust and small pieces. Jar cheaply priced at 25c the pound.

Code 11v 33 Butterscotch—8 oz.—20c

(Purchased at department store, Chicago, Ill.)

Appearance of Package: Good. Open face tray, printed in red and white. Printed amber Cellophane wrapper. Some pieces wrapped in tinfoil, balance wrapped in Cellophane.

Color: Good.
Texture: Good.
Flavor: Good.

Remarks: The pieces wrapped in Cellophane when first put in the mouth had a lacquer taste. Some moisture-proof Cellophane will give this taste.

Code 11w 33

Cherries in Cream-3 Pieces-5c

(Purchased in a drug store, Chicago,

Appearance of Package: Good. Three cherries in cup on open end tray, printed Cellophane wrapper.

Chocolate Coating: Good.

Center: Good.

Texture: Good, but lacked flavor.

Remarks: A good eating cherry but lacked flavor.

Code 11x 33

Orange Cuts-30 grams-5c

(Purchased at a department store, Chicago, Ill.)

Appearance of Piece: Good; printed Cellophane wrapper.

Texture: Good. Color: Good. Flavor: Fair.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time. Editor.

Remarks: Orange flavor is not right, not rancid but not a good tasting orange flavor.

Code 11y 33

Chocolate Covered Cherries and Pineapple—10 oz.—55c

(Purchased in a department store, San Francisco, Calif.)

Appearance of Package: Good. Onelayer box fruit, printed in red and green, Cellophane wrapped.

Appearance of Package on Opening: Good: divider used.

Good; divider used. Coating: Dark; good. Glacé Pineapple: Good.

Cherries: Cordial good, but piece lacked flavor; cherries wrapped in red foil.

Remarks: This is a neat and attractive fruit package. Suggest a good cherry flavor be used in the fondant as piece had hardly any flavor.

Code 11z 33

Pops-6 oz.-25c

(Purchased in a bus terminal, New York City)

Appearance of Package: Good. Onelayer box, white, printed in blue, yellow and red. Cellophane wrapper.

Colors: Good. Mould: Good.

Flavors: Good, excepting orange which had a rancid taste.

Remarks: This is a good looking poppackage. The orange flavor needs checking up.

Code 11aa 33

Molasses Assortment-9 oz.-25c

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Package: Bad. Cellophane bag, green and gold seal.

Color: Good. Gloss: None. Stripes: Good. Flavor: Good.

Remarks: Candy made a bad appearance as it was in one piece and considerable broken pieces and dust. Candy ate as if it was not cooked high enough. A trifle high priced for this type of hard candy.

Code 11bb 33

Novelty Jar of Hard Candy—1 lb. —39c

(Purchased at a department store, Chicago, III.)

Appearance of Jar: Fair for a novelty-

Jar: Is made in the shape of a doll.
Colors of Candy: Good.

Gloss: Hardly any.

Stripes: Fair. Flavors: Good.

Remarks: Candy did not look good as

there were a number of broken pieces and dust.

Code 11cc 33

Jordan Almonds-13/4 oz-10c

(Purchased in a drug store, Chicago,

Appearance of Package: Good. Open face, printed folding box.

Colors: Good, excepting green too deep.

Panning: Good. Jacket: Good. Almonds: Good. Flavors: Good.

Remarks: This is a good 10c package of Jordan almonds.

Code 11dd 33

Butterscotch-11/2 oz.-5c

(Purchased in a drug store, Chicago,

Appearance of Package: Good. Printed folding box, Cellophane wrapped.

Color: Good. Texture: Good. Flavor: Good.

Remarks: This is a good eating butterscotch

Code 11ee 33

Assorted Hard Candy-8 oz.-25c (Purchased in a retail candy store, Boston, Mass.)

Appearance of Jar: Good.

Jar: Fancy shape, gold and blue seal,

screw cap. Colors: Good. Gloss: Good. Stripes: Good Flavors: Good. Centers: Fair.

Remarks: Some of the centers were entirely too hard and lacked flavor.

Code 11ff 33

Assorted Sour Balls-53/4 oz.-25c (Purchased in a railroad depot, Boston, Mass.)

Appearance of Jar: Bad.

Jar: Straight, gold and blue seal, darling cap.

Colors: Good. Gloss: None. Flavors: Good.

Remarks: Balls had a coating of grain. This type of cap is dangerous to use on a hard candy jar as it is too easy to open and many times is not airtight.

Code 11gg 33

Twists-23/4 oz.-5c

(Purchased at a department store, Chicago, Ill.)

Appearance of Package: Good; 10 , twists in a Cellophane wrapper, printed seal inside, tied with cellulose ribbon.

Color: Good. Stripes: Good Texture: Good.

(Turn to Page 42)

Eric Lehman Chats on

Cordial Cherries, Pan Work and Hard Candies

ORDIAL and cream cherries-long-time members of the aristocracy of candy lines-have suffered a decline in popularity. This has taken place gradually over the past few years, until now pound packages of chocolate covered cherries are comparatively scarce in retail candy stores and similar outlets. With the decline in the pound box of cordial cherries, manufacturers have attempted to offset this by introducing the 5 cent packages of chocolate cherries. These move only moderately well.

Most retail merchants say that they do not have calls now for cherry cordials, as in the past. Besides the general drop in demand for pound package chocolates, an important reason for the decline in chocolate cherries is that today most cream cherries are of the cheapest kind of candy-poor coatings and tasteless centers. Many times the centers are dry and hard.

Some cherries, of course, are fairly acceptable, and others can be found here and there which are of good quality.

If made right, a cream or cordial cherry is a "good eating" piece of candy. We suggest that a good cherry flavor is needed in the center cream or cordial, as there isn't enough flavor in the cherries to flavor the cream. Then, the size of the cherries is most always too small. A good-sized cherry should be used in a twenty-five or thirtyfive count piece.

Panned candies as a class have been "going out" for some time, but some manufacturers are attempting to keep up volume on these bulk items by use of the popular price Cellophane bags and packages. These numbers include chocolate coated nuts, chocolate coated mints, malted milk balls, licorice pellets, Boston beans and jelly beans. Some panned penny items have continued to hold up in the smaller stores,

while the packaged pan candies find their best sales on candy stands, drug store and cigar store counters. Bulk numbers in this class are found in 5 and 10 cent stores, variety chains, and department stores. A cheap grade of panned almonds can also be found in some chain drug

Hard candies, likewise, are not as prominent as they were a few years ago. Of course, during the holiday season they really come into their own for a brief period annually.

Iars of hard candy especially, have dropped in demand and production. Cost of jars, low price. and poor grades of hard candies which eventually dulled the public's appetite for this class of goods, all have contributed to their decline in production and demand. A number of hard candy manufacturers were putting out jars at prices on which it was impossible for them to make a profit.

Jars that sold at 10 cents and 15 cents for five and six ounces are not to be had now. A few jars are handled by the retail stores at 25 cents, 39 cents and 50 cents. A fair profit can be made at these

prices.

Bulk hard candy is being offered for sale at from 8 cents the pound and up. If the manufacturer will stick to these prices he can make a fair profit. Last winter a number of hard candy manufacturers started out with a fair price, but it was not long before hard candy sold in bulk as low as 6 cents the pound. Some of this, however, was due to the necessity of moving the goods before warm weather arrived.

Indications are that candies in transparent cellulose bags will increase in prominence this season. For the past year or more these bags which were so popular two years ago have been practically out of the picture. But indications point to their return in the near future. Better merchandise will have to be put

R

in them, however, in order to tempt the public to buy these candies again. One of the main causes of their decline was the low grade quality which characterized the average transparent bag of popular-priced candies. Hard goods and panned candies were widely sold in these packages. Improvement in design, printing, and appearance in general are expected to be featured by some of those who will introduce their bulk candies in cellulose bags again.

Examination in the Clinic proves that flavors are the bad actors in hard candy. We find rancid flavors, and again cheap flavors that spoil the candy. Hard candy is "good eating" if the flavor and center are good. If a center is used, it should be soft and have a good flavor, and enough center used so that it can be tested. It is best to use high grade oils for hard candy, as extracts are too weak and evaporate too quickly. Be sure your fruit oils are not rancid, as this will spoil the sale of the best made hard candy. In regard to flavors, violet, pistachio, rose, and flavors of this type do not belong in hard candy.

The Candy Clinic

(Continued from Page 41)

Flavor: Could not be distinguished. Remarks: The flavor of this piece needs checking up; not a good flavor.

Code 11hh 33

Cherries and Cream—4 pieces—5c (Purchased in a drug store, Chicago, III.)

Appearance of Package: Fair; two pieces broken. Four cherries in cups, open end boat, printed Cellophane wrapper.

Coating: Fair.

Center: Texture good but lacked flavor. Remarks: Coating was too thin to hold this type of candy from breaking.

Code 11ii 33 Cordial Cherries—1 lb.—39c

(Purchased at a department store, Chicago, Ill.)

Cherries sold in the bulk, each piece wrapped in wax paper.

Coating: Dark; good for this priced candy.

Center: Good but was flavored vanilla.

Remarks: Suggest a good cherry flavor
be used.

Code 11jj 33
Panned Chocolate Mints—1 lb.
—29c

(Purchased at a department store, Chicago, Ill.) Mints sold in bulk.

Color: Good.
Panning: Good.
Flavor: Good.
Center: Good.

Remarks: This is a good chocolate panned mint and cheaply priced.

Code 11kk 33

Chocolate Cherries-1 lb.-39c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good for this priced candy,

Box: Full telescope, printed in red, green and gold, cluster of cherries, Cellophane wrapper.

Appearance of Package on Opening:

Coating: Dark; fair.

Center: Texture good, lacked flavor.

Remarks: Suggest a good cherry flavor
be used in the centers.

Code 1111 33

Mint Candy-5 oz.-10c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Good. Duplex Cellophane bag tied with red grass ribbon, green and gold seal.

Color: Good. Stripes: Good. Gloss: Good. Texture: Good. Flavor: Good. Center: Good.

Remarks: This is a good eating peppermint piece.

Code 11mm 33

Peppermint Cuts-3 oz.-25c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Jar: Good. This jar is a drinking glass. Glass had a tearoff cap. Black and gold seal.

Color: Good.
Stripes: Good.
Gloss: Good.

Flavor: Could be stronger.

Remarks: Jar was not packed tight enough, needs a little wax padding. The idea of the glass is good. Glass was clear and better than most candy jars.

Code 11nn 33

Assorted Hard Candy Jar—8 oz. —25c

(Purchased in a drug store, New York

Appearance of Jar: Fair; dusty and broken pieces.

Jar: Oval shape, red seal, black cap. Colors: Good.

Gloss: Fair. Stripes: Good. Flavors: Good.

Filled Pieces: Centers entirely too

Remarks: The centers were too hard, jar packed too loose.



DODGE & OLCOTT CATA-LOGUE AND PRICE LIST—The new D & O price list and catalogue of flavors, essential oils, synthetic aromatic chemicals, etc., for November-December, 1933, has just been released. Copies may be obtained by addressing the company at 180 Varick street, New York City.

LABOR THROUGH THE CENTURY—Illustrated booklet issued for distribution at the Chicago Exposition. It was prepared by the Bureau of Labor Statistics, U. S. Department of Labor.

N. A. R. D. 1934 ALMANAC—This modern almanac, to be used by druggists for resale and advertising purposes, will carry the usual material commonly found in almanacs—weather predictions, household hints, etc., interspersed with pages designed to advance the sale of drug commodities of all kinds. The proper use of cosmetics will be stressed and list of necessary drugs for the family medicine shelf. Issued by the National Association of Retail Druggists.

ZINC IN RELATION TO GENERAL AND INDUSTRIAL HYGIENE, by Cecil K. Drinker, M. D., and Lawrence T. Fairhall, Ph. D., Deartment of Physiology. Harvard School of Public Health, Boston, Mass. This pamphlet discusses zinc in relation to the health of the public and zinc in relation to industrial hygiene. Issued by U. S. Public Health Service.

COCOA IN THE CAMEROONS UNDER FRENCH MANDATE AND IN FERNANDO PO—This bulletin is the fourth of a series being issued by the Tropical Products Section of the Foodstuffs Division on the cocoa industry in West Africa areas. The industry in the Cameroons under French mandate and in Ferando Po is discussed in separate sections. The information was obtained by American Trade Commissioner Leonard J. Schwarz. Issued by the U.S. Department of Commerce.

THE OLDER EMPLOYEE IN INDUSTRY—The findings of a survey which covers some 5,000 manufacturers regarding their dealings with the problem of the older employee. Issued by the Policyholders Service Bureau of the Metropolitan Life Insurance Co. of New York.



Working With Manufacturers Is Stressed by Wholesaler Who Outlines What Smart Jobbers Are Doing Today

HAT is the smart jobber doing today? What are his activities; his plans?" The answer is too big to be obvious. It is an answer which requires much probing and thought. However it seems to simmer down now as always to such points as buying, selling and cooperation.

Buying is one of the most essential points in any business. The right items at the right time can help build up any business, whereas poor buying can do as much harm as small sales or large credit losses.

Inasmuch as our business is mainly a penny one, we have made it our practice to push penny items. Our trade is a poorer class which uses more penny items than anything else, and, then again, the penny candy seems to to give the jobber the most profit if bought right. Our nickel line is mostly all staples, but to them we add some good bar numbers which we keep changing from time to time for the sake of variety. We carry a small but fast-moving line of penny novelties and are the agents for a well-known package line.

We keep stock moving as rapidly as possible and we try to get it to our trade in A-1 condition at all times. We would rather take a loss on a box than send out anything on which there is liable to be any comeback. Any item which shows a tendency to become a "shelf-warmer" is discontinued and we

pride ourselves that we have one of the cleanest stocks around. Of course, the main burden is on us, ourselves, to watch our buying.

substance of interviews with lead-

ing jobbers on points of interest to

manufacturers

Selling needs little discussion. It is the foundation of all business. Without sales, bills cannot be paid, and if bills are not paid on time a business can never be a success. A good salesman is always a valuable asset to a business and as such should be treated with every consideration.

Buying and selling, however, are not the only important things with us or any other jobbing house. Great stress must be laid on the need for *co-operation*. The jobber must co-operate with the manufacturer, his fellow jobber, the subjobber and the retailer.

It is always bad policy not to harmonize with the manufacturer. He is there for a purpose; namely, to manufacture good candy at a fair price which is to be dispensed to the retail trade thru the jobber. If the jobber does not fulfill this dispensing service, the whole system is upset and the manufacturer must either give up, which procedure only serves to increase unemployment, or must sell direct to the public. Of course, we would not like to see this happen, hence it is our duty to give him all the help we can.

We have found out that it always pays to co-operate with the manufacturer and his salesman—especially the latter, who can turn out, at times if treated properly, to become a very valuable friend. The man

who has a poor line today may have a "hot number" tomorrow, in which event he will always remember his friends. A friend, whom we can gain with a courteous word, is more valuable than an enemy, and often when a man might come in with the worst trash in the country. rather than tell him so, we let him know in a gentlemanly manner that we either have enough goods on hand or that this type of goods would not appeal to our class of trade. The average salesman is also told that if his house should happen to make a new item before his next visit, he may send us a small quantity. In this way, if the item is a seller, we manage to get it before all competitors.

Our competitor must also be considered. Here in Connecticut there are fifty-seven other jobbers with whom we come into contact almost every day in the year. The Connecticut Wholesalers' Association has done much to create a better feeling among the members of this The unsettled times, too, which have proven the need for cooperation, have also settled many differences. Today, jobbers who were formerly open enemies are ostensibly friends. Maybe some one of us would like to cut some one else's throat, but when we meet we do not allow this feeling to show on the surface.

Our doors are open to all competitors and we encourage them to pick up "shorts" at a very nominal charge on our part. We have found that the other fellow is usually willing to repay a favor of this sort. The lack of mud-throwing and "chiseling" is also very gratifying, and we can attribute this improvement to the splendid work of the reborn Association.

The sub-jobber or peddler is also a factor. The NRA prohibits us from suppressing or oppressing any type of business. Moreover, this type of confectionery distributor is here to stay. We couldn't force him out if we wanted to. If he can't get his goods from us he'll get it elsewhere and we're only cutting our noses to spite our faces when we refuse to sell him goods. For example, here is an illustration from our own experience. Recently, a well-known penny item was offered to the trade. Conditions brought

pressure to bear on the man selling the item so that we were unable to buy it direct. But some outside contacts which we had established kept us so well supplied that when all our competitors were out of it, due to a factory shortage, we had plenty. The salesman selling the item, seeing that he was losing volume, used his influence so that from then on we had no trouble in getting goods from that house.

Now, if this method worked with us, what is to prevent a sub-jobber, if we try to stifle him, from going to the next state and doing as we did. The jobbers there will welcome him, as they did us, with wide-open arms, inasmuch as this is all extra business to him. The quickest way to create a jobber is to oppress and stifle a peddler. We'll force him on to more direct lists that way than by any other method. We can best squelch him by keeping him contentedly supplied with all the goods he wants. We do, however, discourage new peddlers from entering the field, inasmuch as there are enough jobbing outlets without creating any new ones.

Last, but not least, is the retailer. He, more than anyone else requires and demands co-operation and service. If we don't handle him with silk gloves someone else will do so. If he is sold for cash, as we sell all our customers, he certainly must be coddled like a child. If on credit, we've got to help him along and ease his way and see that his checks "roll in" in such a manner that will indicate a good business condition.

We undertake to spend valuable time in educating a dealer to buy what he can sell and not to mind the "long shots." We fix up and decorate his show case and see that it is kept in good shape. Our salesmen listen and sympathize and listen to all his ills and complaints, advise him as to his lawyer and doctor, and even make up his tax reports.

Maybe in the above words I may have seemed to have diverged from the subject. I have only tried to stress the points that the smartest thing any jobber can do is to watch his buying and co-operate with his associates.

We stand now on the threshold of a recovery era. The NRA, the new ideas, which unlike the old ones do not prevent the forming of associations, the new warm feeling of friendship which seems to prevail among all competitors, have all combined to make the smart jobber feel better towards his fellow jobbers, less willing to cut his nose to spite his face, and more willing to "do to others as he would have others do to him."

Herbert Dickstein,
The State Candy & Tobacco Co.,
New Haven, Conn.
Oct. 24, 1933.

Belcher Heads N. C. A. Tax Committee

WALTER BELCHER, sales manager for the Walter M. Lowney Co., is the new chairman of the Tax Committee of the National Confectioners' Association. He will make a trip to Washington soon to instigate the fight for the removal of the 2 per cent Federal Excise tax on candy, which has worked a heavy hardship on the industry since its enactment more than a year ago.

The candy industry paid the Federal Government \$5,538,063.15 in excise taxes during the twelve months ending August 1, 1933. Earnings figures show that practically all of this money has come out of capital. This has been an almost intolerable drain on the industry, particularly in view of the fact that many directly competitive industries were exempt from the tax.

The new committee which Mr. Belcher will head faces a difficult task. The industry is being urged by the Association to give its wholehearted cooperation.

The government's new Tax Bill will be drafted by the Sub-Committee on Taxation of the Ways and Means Committee of the House, which was subject to call October 18. The Honorable Sam B. Hill, of Washington, is chairman of that sub-committee. The chairman of the Sub-Committee on Taxation of the Senate Finance Committee is Senator William H. King, of Utah.

It is probable that representatives of the cocoa and chocolate industry will work with the N. C. A. Tax Committee in fighting the Excise Tax.



HERBERT TENZER

Jobber Code Has Hearing Before AAA Division

A SECOND informal hearing on the uniform national code for confectionery wholesalers was held in Washington, October 30, in the offices of E. A. Fisher, head of the Food Products Section of the AAA.

Herbert Tenzer, Executive Director and Counsel of the Federated Wholesale Confectioners Associations of America, represented this organization of jobbers which is sponsoring the code in voicing opposition to the candy wholesalers being included under the Master Food Code.

The jobber code was thoroughly reviewed with Mr. Fisher, without changes. It will be submitted for further review by the Code Analysis Division.

Accompanying Mr. Tenzer at the hearing were members of the F. W. C. A. Temporary Control Committee, including, A. D. Caldwell, Meriden, Conn., President; M. Greenstein, Philadelphia; I. F. Kartman, Baltimore; J. M. Weber, New York; W. H. Newell, Pittsburgh; and H. E. Gilliam, Lynchburg, Va., proxy for C. M. McMillan, Atlanta, Ga., Secretary of the S. W. C. A.

Mr. Tenzer has announced that over 2,100 individual endorsements of the jobber code have been received. At least 5,000 endorsements are desired.

Jobber Associations

Nearly Sixty Wholesale Confectioners' Groups Active in Improving Trade Conditions

HOLESALE confectioners in all sections of the country are now active in associations which are working toward the adoption of the Uniform National Code and improvement of conditions in the trade. Many of these local or sectional associations have recently been formed. Meetings are being held frequently. Leading jobbers and manufacturers have been kept busy keeping appointments at jobber meetings, some of which have invited the manufacturers.

Among these leaders are Herbert Tenzer and A. D. Caldwell of the Federated Whole Confectioners Association, C. M. McMillan of the S. W. C. A., J. M. Weber and Fred Weiss of New York W. C. Bd. of Trade, G. R. Cass, C. A. Buehler and A. J. Brown Jr., of Chicago, Geo. A. Williamson and W. A. Heide of the N. C. A., and others.

on

in

he

he

A.

ec-

ed

ia-

his

00-

be-

ood

hly

out

for

dy-

the

W.

nit-

ler-

en-

an.

Vew

gh;

Va.,

nta,

that

ents

re-

ents

NER

A.

Listed below are associations and their officers which have come to our attention. If there are others not mentioned, we shall be glad to be informed at once.

Jobber Associations

Federated Wholesale Confectioners Associations of America, Inc.—A. D. Caldwell, Pres.: Herbert Tenzer, Exec. Director and Counsel, 2 Lafayette St., New York City.

Amsterdam Wholesale Conf. Ass'n.— Wm. Stanley, Sec'y, Grove and Chuctanunda Sts., Amsterdam, N. Y.

Anthracite Jobbers Conf. Club— Charles Gable, Pres.; Joseph Olshan, Vice-Pres.; Michael Potts, Sec'y-Treas., South Third St., St. Clair, Pa.

Atlanta Wholesale Conf. Ass'n—H. H. Payne, Willis Pause Co., Pres.; C. M. McMillan, Sec'y.

Buffalo Wholesale Conf. Ass'n—Elmer R. Kreher, 433 Broadway, Buffalo, N. Y.

Candy Jobbers' Ass'n of New England—Nathan Sloane, Sec'y, 146 Orange St., Chelsea, Mass.

Candy Jobbers of Rochester, N. Y. Capitol District Wholesale Conf. Ass'n—M. J. Patterson, Pres., 68 Hudson Ave., Albany, N. Y.

Central New Jersey Wholesale Conf. Ass'n—U. G. King, Pres.; P. F. De-Marco, Vice-Pres.; Bernard Cooper, Treas.; Edmund Gravatt, See'y, Trenton, N. J. Central New York Wholesale Conf. Dist'rs—Elmer Hoffman, Sec'y, Syracuse, N. Y.

Cincinnati Candy Recovery Ass'n (Jobbers' and M'f'r's D'v'ns)—Charles Lind, Exec. See'y, Concinnati, Ohio.

Colorado Jobbers Ass'n (incl. No. New Mex.)—W. C. Nevin, Box 4126 Terminal Sta., Denver, Colo., Chmn.

Columbus, Ohio, Confectionery Distributors Association.

Connecticut Wholesale Conf. Ass'n—A. D. Caldwell, Pres., Meriden, Conn. Confectioners' Ass'n of Vermont—Ralph F. Hamblett, Pres.; W. L. Mc-Kee, Sec'y, Montpelier, Vt.

Diligence Club, Reading, Pa. Hudson Valley Candy Dist'rs Ass'n

—Thomas Kelly, Pres., B. Suskind,
Sec'y, Kingston, N. Y.

Illinois Ass'n of Candy Jobbers-Emil Kellner, Pres., Emil Kellner & Co., Rockford, Ill.

Indiana Confectioners' Ass'n (Jobbers and Manufacturers).

Jobbing Confectioners' Ass'n of Chicago, Ill.—G. R. Cass, Pres.; C. A. Buehler, Chmn. Bd.; Alex J. Brown, Jr., Vice-Pres. and Counsel, Room 1122, 205 W. Wacker Drive.

Kansas City Federated Wholesale Conf. Ass'n—Mr. Wilson, of F. S. Edwards Tobacco Co., Kansas City, Kans., Pres.; Louis Zalken, Quality Candies, Inc., Vice-Pres.; Ed Cromwell, Cromwell Fruit & Comm. Co., Treas.

Louisville (Ky.) Candy Jobbers' Ass'n.

Macon (Ga.) Wholesale Conf. Ass'n
—Taylor Carstarphen, Temp. Chmn.,
Carstarphen, Inc.; C. O. McAfee,
Temp. Sec'y, McAfee Candy Co.

Maryland Wholesale Conf. Ass'n— I. F. Kartman, Pres.; Harry W. Loocke, Sec'y.

Michigan Wholesale Conf. Ass'n—Dorance Goodrich, Pres.; Goodrich Candy Co., Kalamazoo; John Dietrick, The Woodhoues Co., Grand Rapids, Sec'y; V. G. Perry, Detroit Candy Co., Chmn. Bd.

Milwaukee, Wis., Jobbing Confec-

Mohawk Valley Wholesale Conf. Ass'n—Charles E. Allen, Sec'y 640 Varick St., Utica, N. Y.

Newhampshire Wholesale Conf. Ass'n

—Leo B. Dowd, Pres., Nashua, N. H.

New Jersey Wholesale Conf. Board of Trade—Jacob Schwarz, Schwarz & sons, Newark, Pres.; Milton Lowenstein, Sec'y, 972 Broad St., Newark, N. J

Northeastern Michigan Wholesale Conf. Ass'n.

Northern New York Wholesale Conf. Ass'n—D. F. Shea, Sec'y, 649 Factory St., Watertown, N. Y. Northern Ohio Wholesale Conf. Recovery Ass'n — Milton Wohlgomuth, Chmn., Milton Candy Co., Cleveland; Geo. Jones, Sec'y, Heisel Candy Co., Cleveland.

Ohio Wholesale Confectioners' Club—J. B. McCoy, Canton, Pres.; C. K. Crane, Columbus, Vice-Pres.; M. Wohlgomuth, Cleveland, Treas.; W. M. Hinson, Cleveland, Sec'y.

Philadelphia Wholesale Conf. Ass'n. Pocatello, Idaho, Jobbers' Ass'n.—S. T. Henderson, Pres., Pocatello Fruit & Produce Co.; Thos. Scowcroft, Sec'y, Thos. Scowcroft & Sons.

St. Louis Candy Jobbers Ass'n— Frank X. Hannecke, Pres., 3957 Utah Place; E. C. Kreibohn, Sec'y, 5323 Murdock St., St. Louis, Mo.

Southeastern Michigan Wholesale Conf. Ass'n—Roy Collins, Exec. Sec'y. Southern Main Wholesale Conf. Jobbers' Ass'n—G. L. Winslow, Sec'y, 20 Mechanics Row, Auburn, Me.

Southern New Eng. Wholesale Conf. Ass'n—David F. Howarth, 159 High St., Fall River, Mass.

Southern Tier Candy Dist'rs—Owen S. Smith, Sec'y, Box 199. Wellsboro, Pa.

Southern Wholesale Conf. Ass'n— James J. Reiss, Pres., James J. Reiss Co., New Orleans, La.; C. M. McMillan, Sec'y, 801 Standard Bldg., Atlanta, Ga.

Springfield, Mass., Candy Jobbers' Ass'n.

Tidewater of Virginia Wholesale Conf. Ass'n—R. M. Hoffmann, Hoffmann Cigar Co., Norfolk, Va., Pres.; B. A. Hayes, of B. A. Hayes Co., Inc., Norfolk, Sec'y-Treas.

Tri-State Jobbers' Ass'n (incl. part of Missouri, Kansas, Oklahoma)—Wm. Hagman, Jr., Hagman Candy Co., Pittsburgh, Kans., Sec'y.

Twin City Wholesale Conf. Ass'n—Wm. A. Rosenblum, Pres., 580-584 Jackson St.; R. H. Singer, Sec'y, St. Paul. Minn.

Utah Jobbing Conf. Ass'n—Wayne M. Massell, State Chmn., Salt Lake City; Max Davidson, Consulto Cigar Co., Ogden, member of F. W. C. A. Advisory Bd., and Chmn. of Ogden District; A. H. Peterson, Utah Beverage & Dist. Co., Salt Lake City, State Sec'y; J. N. Pexton, Pexton Candy Co., Nephi, Utah, Chmn. So. Utah Dist.; Geo. B. Bowen, Cache Valley Commission Co., Logan, Utah, Chmn. No. Utah Dist.

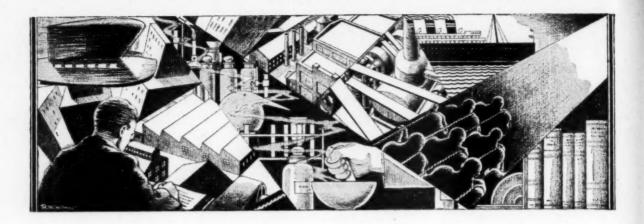
Washington, D. C., Wholesale Conf. Ass'n.

Western Michigan Wholesale Conf. Ass'n.

Wholesale Conf. Ass'n of Jacksonville, Fla.—M. B. Thornton, Pres.; A. K. Nasrallah, Vice-Pres.; J. A. Tomberlin, Sec'y.

Wholesale Conf. Board of Trade of New York—Fred Weiss, Pres., 36 Prospect St., Yonkers, N. Y.

Wisconsin Candy Jobbers' Ass'n. Wooster Wholesale Conf'rs—Geo. S. Nash, 209 Main St., Wooster, Mass.



Monthly Digest of

CURRENT TECHNICAL LITERATURE

Tin or Glass?



By R. N. Wright, Food Manufacture, Vol. VIII, No. 10.

THE respective merits of glass and mental containers for use in the food industry and an interesting note on food container costs. The case for cans is precision with which the manufacturer can standardize high speed machine for filling, sealing and labeling effectively and cheaply. The appeal of glass is especially true where the product is selected by appearance. Special closures are required and care is needed in packing and labeling to avoid increased production cost or breakage. Labeling on cans needs careful designing as producer must rely on label to strengthen the "appetite appeal." Effect of light on some products produces numerous problems which can be reduced by use of green containers or a transparent container wrapped in green cellulose. Every item which contributes to the cost of containers in the manufacturing account should be carefully analyzed. The producer must avoid reducing quality of container to meet reduced price as losses result from breakage, wiping out all estimated savings. The question of container cost is becoming more important in the food industry generally.

Pectin

Food Manufacture, Vol. VIII, No. 10.

GENERAL formula is given for the use of apple pectin and a detailed account of the procedure to follow. The use of pectin in the manufacture of orangeade and lemonade is given both in formulae and tests in connection with its uses.

The Kind of Cocoa Beans the Manufacturer Wants



Food Industries, Oct. 1933, p. 408.

THE anonymous author of this article gives a comprehensive and detailed description of the virtues of good beans and the failings of bad ones. Although he addresses himself to the manufacturer of co-coa products, his final words advise that the confectioner cannot buy these products effectively unless he is well informed on the subject of cocoa beans.

Queer Things That Happen in Mixing



L. V. Burton Food Industries, Oct 1933, p. 390.

EVEN when a machine is used to mix dry ingredients, the process requires personal attention — with some types of materials, a mixer may partially unmix the batch if it is not stopped at the proper time—two machines which are supposed to be exactly alike may fail to perform alike. The editor, himself a seasoned chemist, discusses the subject in a concrete and practical manner.

Scientific Control of Sugar Boiling



A. Courriere, Facts about Sugar, vol. 28, p. 49.

A SHORT description of a device called a "tarphometer" which is capable of measuiring the degree of super-saturation of sugar solutions. It consists of two electrodes sealed into the vacuum pan, and connected into an electric circuit with a meter which shows the electrical resistance of the syrup.

The Anise Flavour



By H. S. Redgrove, Food Manufacture, Vol. VIII, No. 10.

SEVERAL sources exist for production of anise flavour. Best results are attributed to the use of the dried ripe fruit or essential oil distilled from the green fruits. The plant, an annual, is a native of Greece and Egypt and cultivated in Russia, Spain, Bulgaria, Germany, East Indies, Chili, mostly. Spanish product is preferred as having sweeter flavour, but the Russian seems to be more suitable for essential oil. The place of this oil, however, has been taken to a large extent by essential oil of star-anise and anethole isolated from this. Star-anise cultivated in South China yields an essential oil almost identical in character and chemical composition with genuine anise oil. The closely related Japanese staranise tree bears poisonous fruits and confusion between the two should be avoided. Anise oil and staranise owe their characteristic flavour to anethole. True anise oils are undoubtedly finer and fresher than star-anise oil. Essential oil distilled from fennel is closely akin to anise.

Report on Sulfurous Acid in Dried Fruits

r

it

d

of

IS.

ed

er

st-

ER

J. Fitelson, J. Assoc. Official Agr. Chem., vol. 16, p. 318.

THIS writer states that probably no method for the determination of sulphur dioxide in dried fruits is really accurate—that the Monier-Williams method may be considered the best available, combining high yields with rapid and easy manipulation.

Estimation of the Fineness of Grinding of Chocolate by Microscopical and Tasting Methods



H. M. Mason, Analyst, vol. 58, p. 440.

AN accurate microscopic method

for determining fineness is described which, on successive measurements of the size of sugar grains in a specimen, gave values which did not differ from each other more than 2 per cent. The results were checked by testing methods, and there was a close correspondence.

Measurements on several proprietary brands of chocolate showed particles ranging from 1 to 200 microns in maximum length.

Pectin and Casein in Pharmaceutical Preparations

A. Katalkherman, Khim. Farm. Prom., vol. 2, p. 68.

BOTH casein and pectin are superior to gum arabic in the preparation of substances which have a colloidal nature, such as many of those used in the candy industry. The relative effectiveness of these agents is indicated by the Ostwald viscosity values which, for 10 per cent solutions, are 6.68 for gum arabic, 59.55 for pectin, and 26.32 for casein.

Stability of Germ-free Gelatin Solution in the Tropics



O. Tonn. Apoth. Ztg., vol. 48, p. 818.

THIS man found that a sterile solution of gelatin, protected from light and kept at a temperature of about 50° Fahrenheit, remained in perfect condition for a year and a half. This will be news to confectioners who have regarded even the best gelatin solutions as highly perishable.

Weather-proof Transparent Foil

Martha Halama, Zellstoff u. Papier, vol. 13, p. 393.

A WEATHER-PROOF foil is one which is impervious to water vapor. Ordinary viscous foil, such as Cellophane, is rendered weatherproof by coating both sides of it with transparent lacquers. Such foils are tested by measuring the loss of moisture from a moist substance which is completely enclosed in the foil, or conversely by the gain in weight of a hygroscopic substance which is so wrapped.

Java Cacao—The Coloring Substances of Cacao Beans



A. Steinmann, Z. Untersuch. Lebensm., vol. 65, p. 454.

THE color which Java cacao develops is influenced chiefly by the light it is exposed to, and the duration of the fermentation process. There are two definite shades to be distinguished, cacao red and cacao brown. The article goes into a detailed statement of the influence of the various factors, such as the character of the bean, the illumination, and the fermentation process, upon the development of color.

Hydrogenated Cacao Butter



A. G. Avent, Food, vol. 2, p. 353.

THE usual chocolate coatings will not stand up if the confectionery is exported to tropical countries, and for that class of goods confectioners usually replace 33-50 per cent of cacao buter with Borneo tallow (illipé butter), but it is not allowed in chocolates which are guaranteed free from cacao butter substitutes. Cacao butter which is fully hydrogenated is not suitable for this purpose, and even when partially hydrogenated it is less satisfactory than Borneo tallow.

Electrically Heated Steam Generators for the Process Industries



S. Z. Owen; Ind., and Eng. Chem., October, 1933, p. 1078.

THE wide use of steam in the processing industries has led the electrical manufacturers to develop moderate-sized electric units which

are compact and practically automatic, ready to provide steam on short notice and with a minimum of labor. When one of these is used in conjunction with a regular coal-burning steam plant, a saving in money is often possible. When the demands for steam are light or occasional, the coal-burner can be shut down and the electrical unit used alone.

Production of a Palatable Artichoke Syrup



F. A. Dykins and D. T. Englis, Ind. and Eng. Chem., Oct., 1933, p. 1165.

THIS is the second of a group of two articles which describes a pioneer venture in the production of a syrup rich in levulose, a sugar with exceptional qualities, which may well become a serious competitor of sucrose within the next few decades. The problem, and a very knotty one, is to devise a method of extraction which will be sufficiently cheap and simple to be commercially feasible. The workers at the University of Illinois have made encouraging progress.

Use and Misuse of Flavors

J. H. Montgomery, Food Industries, Oct. 1933, p. 401.

THIS is a revision of the paper which Mr. Montgomery read before the National Confectioners Association at Chicago this year. It deals chiefly with the flavoring problems of the confectioner, and a very complete chart is included which indicates the specific uses of each flavor.

Note: The complete address of Mr. Montgomery's as given before the N. C. A. was published in full in The Manufac-

Plant Lecithin, an Important Factor in the Food Industry

B. Rewald, Chem. Ztg., vol. 57, p. 595.

THE utilization and advantages of a highly purified lecithin from soy beans, in the margarine, chocolate, and alimentary paste industries, is discussed. The purified lecithin has a neutral taste.

The Analysis of Fruit Essences

M. Miler, Chem. Zentr, p. 1172, vol. I, year 1932.

CHEMISTS will find here directions for distinguishing the various fruit essences, one from another, as well as a systematic scheme for their anaylsis.

Solid and Liquid Glucose

Food Industries Weekly. October, 1933.

FORMS of glucose, the process of their manufacture and how they differ and why.

Sweet Manufacture

By N. F. Scarborough, Leonard Hill, Ltd., 1933.

SWEET MANUFACTURE is a practical book describing modern factory methods of making all classes of sugar confectionery. It should be emphasized that this is not a mere collection of recipes, nor is it a domestic handbook dealing with home-made sweets. It is con-

Corn Syrup Experiments Published

SINCE the time when the concluding installment of the exposition on HARD CANDY, by Otto H. Windt, which appeared in the October issue of The MANU-FACTURING CONFEC-TIONER, was written, a very important article (referred to on page 25 of the October issue) on the analysis and composition of corn syrup has been published in the Analytical Edition of Industrial and Engineering Chemistry, Vol. 5, page 81, March 15, 1933. This article is entitled "Determination of Dextrin, Maltose, and Dextrose in Corn Syrup. It is the report of W. R. Fetzer, J. W. Evans, and J. B. Longnecker on experimental work undertaken in the laboratories of the Union Starch and Refining Comcerned with the factory processes and equipment, and in it the manufacturer will find all the practical information he requires, including the innumerable details which are only gained by long and often bitter experience.

The author is a confectionery engineer who has spent his life as Works Manager of some of the best known confectionery establishments in the country. The results of this unique experience have been embodied in SWEET MANUFACTURE for the benefit of the industry as a whole.

Some idea of the range of subjects covered may be gathered from the following chapter headings:

Chapter 1. Raw Materials. Chapter 2. Sugar Boilings. Chapter 3. Caramels, Toffees, Fudges and Nougats.

Chapter 4. Jellies, Jubes and Gums.

Chapter 5. French Pastes, Marzipans, etc.

Chapter 6. Liquorice.

Chapter 7. Fondants and Creams.

Chapter 8. Lozenges.

Chapter 9. Revolving Pan Goods.

Chapter 10. Butter Goods.

Chapter 11. Chocolate Making.

Chapter 12. Chocolate Covering.

Chapter 13. Miscellaneous lines.

Chapter 14. Prevention and Utilization of Waste.

For each class of products, general directions of manufacturing operations are given, together with useful "tips" on the choice and care of the various items of equipment and machinery required.

Accompanying each type of product are one or more recipes which have been selected as representative of modern practice and which form the basis of countless variations which are capable of achievement by the manufacturer who has carefully worked through the general principles expounded in the book.

The book is part of the "Modern Food Industries" Series, which with the "Modern Chemical Industries" Series by the same firm, is meeting with a well-deserved success. It is priced at 7/6d.



No Drying Room—No New Equipment Needed to Make Exchange Citrus Pectin Candies

THE brilliant colors and tart, tangy taste of Exchange Citrus Pectin Jelly Pieces and Gum Type goods add new eyeand taste-appeal to the finest assortments. And at the same time a liberal use of these pieces in their many attractive combinations brings your costs down, for Exchange Citrus Pectin Candies are inexpensive, easy to make and add dignity to any assortment. They require no dry room and no new equipment. They can be removed from starch molds and packed within 24 hours.

Feature these new candies in your finest assortments as well as in 5 and 10-cent counter packs. Their quality fits them

for any company - their cost gives you a fine profit in low-price cellophane wraps. Their attractive color, delicious consistency and delicious taste make them sell and repeat anywhere.

Make them up iced, sanded, crystallized, or chocolate coated. Use in combination with fruits, nougat or marshmallow.

Exchange Citris Pectin gives you these 7 advantages in your gum type goods and Jelly Pieces:

- 1. Clearer, more sparkling
- 2. Truer to taste
- 3. More natural
- 4. More refreshing
- 5. More tender
- 6. FRESHER-longer AND
- 7. No need for Dry Room.

Average your costs down and your profits up-by featur-

> ing Exchange Citrus Pectin confections. Send coupon NOW for trial order. Formulas and full instructions with every order. MAIL TODAY.

Send for these Formulas

- 1. Three Layer Cut Jelly.
- 2. Crystallized Fruit Flavored Pectin Jelly.
- 3. Novelty Orange Slice in 3 Colors.
- 4. Pectin Jelly Ring.
- 5. Chocolate Coated Pectin Jelly.



CITRUS PECTIN FOR CONFECTIONERS

Ontar	icts							9	-	-	tore		-		-	,						
Send Citrus invoice price tion	Pe ed sche	eti at	n	fe	or	C	0	ni	e E	el	ti a	0	n	91	ri W	l,	0	ti	98	18	b	6
Comp	any						0		0	0 4			0	0		0 1	0 0	. 0		0	0	4
Street		* *								*				*						*		
Clty				0 0		» u			۰				0	0	0				. 0	. 0	0	
						on		00														

Did You Hear?

News and Personels from the Midwest . . . A Monthly Feature by the Inimitable "SeeRay"

By C. RAY FRANKLIN

HE National Candy Company, St. Louis, Mo., reports a good volume of business the past few weeks. Orders are being received in an entirely satisfactory manner they say, which sounds good, and shows business is really better.

The Central Cone Co., Chicago, has added two new members to their line, a penny item—Malt Puddings—and a nickel item—Malt Crispies. They are quality items and should sell in a real way.

The candy jobbers of Greater Kansas City have established an office at 306 Victor Building, Kansas City, Missouri, telephone Victor 4540. Reggy Gunter is the secretary and anxious to cooperate with all the manufacturers to the best of his ability, so he advised the writer.

Lon Bencini, Chicago manager for The Planters Nut & Chocolate Company, and past president of the W.C.S.A., sent me the following a few days ago:

Vaudeville Manager: "Why don't you go on with your animal act?" Lady Trainer: "Pleathe thir, I

can't find my panther!"

Vaudeville Manager: "Never mind your clothes. Get on with the act!"

The Gordon Candy Co., Omaha, Nebraska, has recently started to market a new Cough Drop, "Tom & Jerry Medicated Cough Drops." Sounds good doesn't it? Well, they are good, sez Charlie Wood, the salesmanager.

I saw Henry Blummer who represents The Ambrosia Chocolate Co., Milwaukee, in St. Louis a few days ago and Henry advised me his business was fine. Well, it should be, the Ambrosia people have some real numbers which reflect the progressive spirit of the personnel of the company.

Harvey Burnt, of Los Angeles, who formerly traveled the Middle West for Shotwell's several years ago stopped over in Kansas City for a day on his way home from the Legion Convention at Chicago. Harvey has a copyright on a smacker money novelty and informed me Paul F. Beich, well-known manufacturer of Bloomington and Chicago have a new live number out, "Money Rolls," featuring his smacker bill. Harvey looked fine!

Rube Scheble of The Richards-Scheble Candy Co., Hutchinson, Kansas, makers of Donitti Chocolates, told me he saw the following article in a country newspaper published somewhere in western Kansas: "By an unfortunate typographical error we were made to say in our last issue that the late Mr. Blank was a member of the defective branch of the police force. Of course this should have read 'the detective branch of the police farce.'"

Roland Herwig, one of the best informed candy salesmen of the southwest, recently joined the sales force of The Switzer Candy Co., St. Louis, makers of that popular item, Buttermels, and will travel the southwest with headquarters in St. Louis. Good luck, Roland!

Bill Hotzell, who buys the candy for The Theo. Poehler Mercantile Co., Topeka, Kansas, said September was a good month with him on candy but the first two weeks in October were off. He said even those who do not pay did no buying. It must have been off!

Mat Gordon, candy buyer for C. C. Taft Co., Des Moines, Iowa, had the following clippings over his desk which I thought were good, so am passing them on to you readers: "Experience teaches us we have a lot to learn." "If the little jobs are well done, there are no big jobs."

I understand Art Isley, Bill Milligan, Gus Menetree and Ernie Steppan, all well-known jobbers of St. Louis, went duck shooting a few



days ago but up to the time this article went to press I was unable to learn from anyone if they got anything but a cold. Basil Palmer and Geo. Sutter, also popular St. Louis jobbers, told me they were all good shots—especially Bill Milligan—but everyone has his off days, you know.

Ross Beauchamp, who operates the Grand Island Candy Co., Grand Island, Neb., gave me the following. I failed to inquire of him if he wrote it or not but I am sure he did not.

He: "May I hold your Palmolive?"

She: "Not on your Life Buoy." He: "Then I'm out of Lux?", She: "Yes, Ivory formed."

Ed. Yordy, candy buyer for The H. D. Lee Mercantile Co., Salina, Kansas, advised me the following is true. An elderly lady in Salina wrote the telephone company a complaint about the language used by two men repairing wires close to her home. The foreman was asked to make a report which he did as follows: "Me and Bill were on the job. I was up the pole and accidentally let the hot lead fall on Bill. It went down his neck, and Bill said, 'You really must be more careful, Harry." Shall we believe Ed. or not?

Russell Hobbs, candy buyer for The Western Merchandise Co., Abilene, Kansas, is a real shot. I refer to rifle, revolver and shot gun shot. In fact, it's his hobby. He spent the opening day of the prairie chicken season in western Kansas and came home with the limit. I understand he shot some of them with a revolver. I believe it, as I have seen him kill a jack rabbit with a revolver—and it was running at that! I would dislike very much to have him take a shot at me...

Corn Syrup and Sugar Tax

(Continued from page 20)

tain items, while others are determined to pass them on to the consumer.

The sugar refiners declare that if a tax of ½ cent a pound is placed on sugar it would mean an added burden to the ultimate consumer of about sixty million dollars.

It is reported that Secretary Wallace favors the sugar tax plan as an aid to the sugar industry. He has scrapped the sugar stabilization plan of John L. Coulter. The tax on sugar, according to the plan, would be returned to the producer in the form of a bounty, and a system of allotments.

Considerable criticism has been expressed over the fact that the tax order was issued first and the hearings called afterward.

George M. Moffet, representing the wet corn milling industry, which makes syrups and starches, said, "we believe no processing tax should be levied on corn." He urged that if any tax were levied it be "10 cents a bushel or less."

n

11

d

ig ia

n-

to

ed

as

he

1-

11.

ill

e-

d.

or

0.,

1111

He

rie

sas

I

em

ith

at

to

ER

TRAFFIC DEPARTMENT

Fred J. Mueller, Traffic Representative

The Southwestern Lines and the Western Trunk Lines had a joint conference in Chicago on October 10, in connection with present expiration date on Classes 37 and 57, applying on candy and confectionery, carload and less carload respectively.

After considerable discussion a majority of the representatives present were in favor of extending the expiration date until June 30, 1934. The subject was discussed quite at length and while some of the Lines felt that these rates should be allowed to expire, the majority were opposed to it. As a result it was concluded to advise the Western Trunk Lines Executive Committee that the sense of this meeting was that the rates should be continued until June 30, 1934.

This is the record of the Southwestern Lines Executive Committee, which was made some time ago, but in which no concurrences could be obtained from other associations.

The Western Trunk Line representatives felt it should be finally determined by their Executives and it was concluded to handle the matter as stated above.

We have reason to believe the Western Trunk Line Executive Committee will agree to this extension at their scheduled meeting November 8th.

In other words, the present rates CL and LCL will in all probability be extended to June 30, 1934.—N. C. A. Bulletin.



MADE OF



CELLO RIBBON is a magnificent tying material. Its brilliant luster and rich, sparkling colors add an unusual decorative quality to your packaged merchandise.

Cello Ribbon is easy to tie and economical to use. It is made in many styles, widths and color combinations.

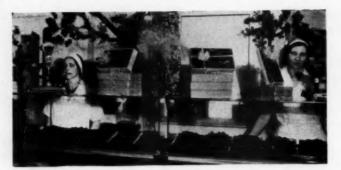
WRITE FOR SAMPLES

FREYDBERG BROS., INC.

NEW YORK CITY

CANDY

Retailer Suggestions—a Service Department to Aid the Retail Confectioner in Improved Merchandising at a Profit.



These discussions are selected from The Confectioner Buyer, the National magazine of candy distribution and merchandising, which is also published by The Manufacturing Confectioner Pub.

MERCHANDISING

Two Selling Ideas

PRICING in *small* units, such as the ½-pound unit of sale, is proving popular and effective in many stores.

The average retailer thinks that in depression times the way to attract people is by selling candy cheap. "This is entirely wrong," said the sales manager of a large manufacturer the other day, "because candy is the one thing in the world that people buy for taste and flavor only."

"During these times," he said, "if you tempt the consumer by quality merchandise on the small unit merchandising plan, to fit his pocket-book, you will do much better than to try to tempt him by the *price route*. When you tickle his palate with something of quality you are tempting him to buy *more*, and to continue to let loose of the change he is holding on to. But when you tempt him by the price only, as a rule you make just the first sale, and in many cases spoil a customer's candy appetite for an extended period

A Good Salesperson-

A GOOD salesperson is tactful—courteous — helpful — neat — alert—enthusiastic—and intelligent in meeting a customer's needs. A good salesperson knows his (or her) candies—their selling points—in general how they are made—how they run as to number of pieces to the pound—and how to suggest additional purchases.

"Which Do You Like?"

HERE'S a bit of applied sales psychology. A successful candy merchandiser in a midwestern city always follows this plan when two people step up to buy a box of candy, and when only one is making the purchase. Besides trying to sell a higher price package to the prospective purchaser, he makes it a point also to sell the friend on its merits. He says the purchaser invariably asks the friend which one he would buy. The friend usually suggests the better box. And the sale is made.

How Courtesy Pays

A RETAILER decided to find out just how much it pays to be courteous to customers, so he tried an experiment.

On a certain day, he had his employees show only ordinary courtesy to customers. The average sale that day was 28 cents.

The next day he instructed his salespeople to extend such courtesies as calling the customer by name, showing a special interest in helping him find the article that would best meet his need, and accompanying him to the door. That day the average sale was 90 cents.

The suggestion is contained in a booklet, "How 48 Store Owners Make Friends," issued by the Policy Holders Service Bureau of the Metropolitan Life Insurance Co. Try the courtesy experiment in your own store and see how it pays.

N. R. A. Windows

N. R. A. retail stores wishing to play up to the popularity of N. R. A. in their neighborhoods may well do more than just display the blue eagle in their windows. Attractive candy windows can be arranged featuring candies made by manufacturers under the blue eagle. A glance at the shipping containers or other cartons of N. R. A. manufacturers will easily tell the dealer those who are doing their part toward recovery. Patriotism is popular these days, and

there are great possibilities in attractive windows of this type.

Let Salesmen Help You Sell

SALESMEN from whom you buy your merchandise can give you and your salespeople valuable pointers in the art of candy salesmanship. Take advantage of their ability and willingness to be of service.

Let them explain how their merchandise is made and demonstrate how best to display and sell it.

Figure in Cost

SAMPLING in most stores is good sales strategy. Let your customer taste your candies when possible—extra sales will result. When figuring your sale price, figure on so much for sampling and include the cost in the price.

Let customers think they are buying even though you are quietly guiding the sale along.

Stick to Quality at a Fair Price!

Something Extra

CANDY is used by some livewire merchants to attract more soda fountain customers—particularly the ice cream cone trade. We all know how the children appreciate something extra with their purchase.

Try dropping a small piece of candy in the bottom of the ice cream cone as a pleasant surprise.

Sidewalk circulation is the first and most essential factor of successful retail merchandising. Rent is determined by the number of passers and the character of the business street. In this respect location of the store is important.

OUR HANDS ARE TIED



... It's Up to You



For many years we've told the trade that ISOLATE citrus flavors are the closest scientific approximation to nature's finest flavor quality. They possess many important advantages that assure ideal flavor results in finished candies. And they're most economical to use.

Those who have tried ISOLATES in their cream centers, for example, know that the natural flavor of fruits is carried without adulteration of any kind. There is no objectionable terpene taste, because all terpenes are completely eliminated, yet no terpeneless oils are used. In addition ISOLATES are thoroughly practical, easy to use, highly concentrated, and therefore economical. Flavor results are uniform.

If you haven't as yet tried ISOLATES it will be to your great advantage to do so. We've told our story again and again. It's up to you to make the test.



SO

he

ce!

oda

the low me-

eam

first essit is

ness

n of

NER

FOOTE & JENKS

You'll Never Know How Good Isolates Are Until You Try Them!





WHAT is there about Hooton's Chocolate C o a t i n g s that makes confectioners so enthusiastic about them? The secret lies in selected raw materials, in skill and care in manufacturing — in craftsmanship—in laboratory control. If you want not only fine appearance and full, true flavor, but increased saleability as well, you are urged to write today for working samples. There is no obligation whatever.



HOOTON CHOCOLATE CO. NEWARK, NEW JERSEY.

525 WEST ROOSEVELT ROAD, CHICAGO



WHAT'S NEW?



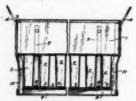
New Patents

1,930,527. Sugar-Free Confection and Process of Making the Same. Franklin H. Manter, New York, N. Y., assignor to Lister Bros., Inc., New York, N. Y., a corporation of New York. Application November 6, 1931. Serial No. 573,440. 10 Claims. (Cl. 99—11.)



1. A process of making a sugarfree confection which comprises spraying granules of water soluble gum with a flavoring solvent.

1,930,916. Confection Mold. John W. West, New York, N. Y., assignor, by mesne assignments, to Good Humor Corporation of America. Application October 10, 1932. Serial No. 637,192. 4 Claims. (Cl. 107—19.)



4. A mold unit for frozen confections comprising a hopper pan, a plurality of mold receptacles depending from said pan, means for securing together the lower portions of the mold receptacles and supporting means separate from said mold receptacles and connected to the pan. 1,929,906. Frozen Confection.

Mary Skokowski, Los Angeles, Calif. Application June 16, 1930. Serial No. 461,286. 1 Claim. (Cl. 99—16.)



The method of forming a frozen confection consisting in taking a pre-

formed slab of an edible frozen substance, impressing on one face of said slab one end portion of a flat strip of waxed fiber board with said end portion overlying said slab a major portion of the width thereof and with the other end portion protruding from the margin of the slab to form a flat handle, said slab being frozen sufficiently to maintain its shape, then pressing a second slab of a frozen substance on the first named slab and in contact with the end portion of the flat strip overlying said slab to cause said slabs to adhere together throughout their contiguous surfaces and also to the surfaces of the strip contacting said

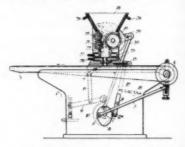
1,932,298. Mold for Chocolate Articles. August Emile van Emden, New York, N. Y., assignor to Volquardt O. Hermann, New York, N. Y. Application October 24, 1932. Serial No. 639,324. 3 Claims. (Cl. 107—19.)



3. A mold for forming chocolate articles of the kind having an ornamental top portion, said mold comprising hingedly connected upper and lower mold sections adapted to be opened for discharging the molded article and means for holding the mold sections together, the upper mold section being cut away at the top to provide an opening where the ornamentation on the molded article is to formed, a die member for covering said opening and for forming the ornamentation, a butt hinge connecting the die member to the upper section at one side of the opening, and a cotter pin forming the pintle of the butt hinge whereby die members having different ornamental designs may be used in connection with the mold; together with

means for holding the die member closed on the mold.

1,932,345. Apparatus for the Manufacture of Confectionery. Otto Kremmling, Hamersleben, Germany, assignor to Aribert Kremmling, Hemersleben, Germany. Application September 12, 1930. Serial No. 481,556, and in Germany September 17, 1929. 5 Claims. (Cl. 107—29.)



1. In a dough and confectionery machine, a frame, a hopper mounted on said frame, an expressing chamber mounted beneath said hopper, said expressing chamber having at least one nozzle in the bottom thereof, means for expressing material from said expressing chamber through said nozzle, a support positioned beneath said expressing chamber and pivoted at one end to said frame, means for raising and lowering said support, said support in raised position cooperating with said nozzle to broaden the material expressed, said means including means for varying the length of said lifting movement, said raising and lowering means comprising a drive shaft mounted in the frame and having a cam secured thereto, an arm pivoted to the frame and provided with cam engaging means, and a link pivotally connecting said arm to said pivot and support, means for varying the point at which said arm is pivoted to said frame, means actuated by said cam for actuating said expressing means whereby the latter is synchronized to the raising and lowering of said support, a second cam secured to the drive shaft, a

YOUR COPY IS READY!



1933-34 DIRECTORY OF CANDY **MANUFACTURERS**

100 Pages of Authentic Listings

TUST off the press-the 2nd Annual Red Book of Confectionery Manufacturers-known as The CANDY BUYERS' DIRECTORY. Listing all varieties of confectionery and the manufacturers of each type of goods who distribute at wholesale nationally or sectionally in one or more states. The Industry's ONLY authentic and complete reference book of eandy manufacturers' products.

Each manufacturer's name, address, distributing points, and territories served appears under the many different merchandise headings.

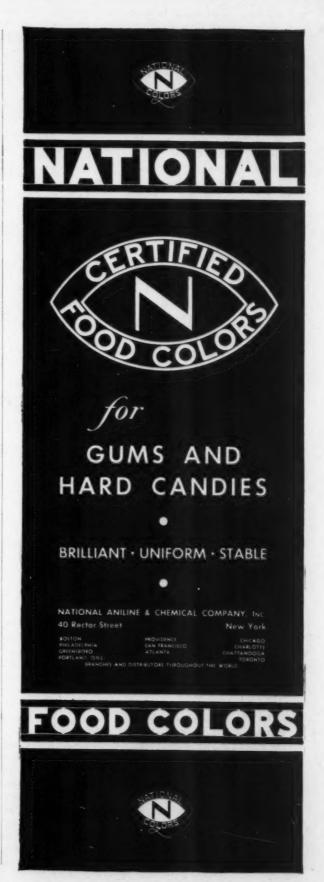
In response to many requests, a limited number have been reserved for manufacturers desiring copies-at \$1.00 per copy.

SEND FOR YOURS TODAY!

THE CONFECTIONERY BUYER

Publishers of The Manufacturing Confectioner 1140 Merchandise Mart

Chicago



knife mounted to reciprocate horizontally beneath said nozzle and in close proximity thereto at predetermined periods to sever the material expressed, means actuated by said second cam for actuating said knife, and means for independently heating the chamber, the nozzle, and the knife.

1,931,409. Method for Making Moisture Resisting Decorated Panned Candy. Samuel A. Humphrey, Portland, Oregon. Application March 27, 1933. Serial No. 662,961. 1 Claim. (Cl. 107—54.)



The method of protecting against defacement by moisture of water-color decoration of a candy-piece, consisting in encasing the body of the candy with a primary coat of sugar compound, placing the color pigment constituting the decoration on said coat, permitting said coat to season, setting the decorating pigment by an edible moisture absorbing, and drying material during said seasoning, and encasing the whole candy in an outer, transparent, hard shell of sugar compound.

Curtiss Makes Nation-Wide Poll of Jobbers on Free Goods Question

A NATION-WIDE poll of candy jobbers asking them to state their position on the question as to whether or not they are for or against free deals, cut prices, 120-count penny goods, and other policies of interest to the Curtiss Candy Company and other leading manufacturers, was started on November 8, when a ballot and letter to each jobber were placed in the mails by Otto Schnering, president of Curtiss.

The balloting was precipitated by the revival of the question of free deals and 120-count vs. 100-count on penny bar goods among certain manufacturers.

The ballot asks jobbers to place an "X" in the square opposite "for" or "against" the following:

"Full profits for jobbers and retailers.

"Full values for consumers.

"120-count penny goods.

"24-count bar goods.

"No free deals and cut prices."

Reproduced below is the text of the letter signed by Mr. Schnering which accompanied the ballot:

November 8, 1933 Your Vote

Dear Friends:

Let's find out just what the industry wants!

From the time of the June Convention of the National Confectioners Association a great cry has gone up for—

Full profits for the jobber; full profits for the retailer; 120-count penny goods; 24-count 5c goods; no free deals, etc.

Curtiss was led by jobbers and retailers and their associations to believe that this was the wish of the great majority.

Consequently Curtiss announced their desire to fully cooperate in helping the jobbers and retailers and their representative associations win full success.

Quoting from our letter of October 30, 1933:

"It would seem almost a calamity and a very great injustice to all jobbers, jobbing organizations, and to the good work done by all, if some manufacturers and a few jobbers kindle again the blaze of cut-throat price competition.

"Let's all beware! Be sure that those who have been given to preaching now all put their sermons into practice.

"We have given you your wish.

"Our wish is that you will now be allowed to benefit by our action."

We understand that for the past several weeks the jobbers' financial position has been rapidly improving. This improvement is due to a better spirit of cooperation between individual business men, which has tended toward the development of a uniform plan of operation. Do you now want manufacturers and jobbers to get back into the old way of doing things—free goods, price wars, etc., which will quickly destroy any possibility of uniformity of business plans?

Gentlemen, we can operate either way. We have been successful in the past with free deals, price wars, etc. But we know if Curtiss opens wide, the lid is off and all the good work done by jobbers' and retailers' organizations is ruined and the war is on.

Curtiss will not straddle any issue and will not play politics.

Curtiss can operate either way and will be guided by the vote on the ballots returned.

A stamped addressed envelope is enclosed for your convenience.

Yours sincerely,

Otto Schnering, President.

New Tying Ribbon

THE story of package ties, evolving from the earliest use of crude tying materials to the beautiful variations in color and material which now play so important a part in the designing of modern packages, would make interesting reading. Some day that story will be written. Meanwhile, and of more practical value to confectioners will be the reports of current packaging developments and trends which will appear in these columns from time to time.

Among the many lines of decorative ribbons now available, there is one which in our opinion possesses certain qualities which make it especially desirable as a candy package accessory. This ribbon is made of folded transparent cellulose. It is easy to tie, is strong, lustrous, dust-proof and impervious to dirt or grease; its ends will not fray nor will its color fade. It is known in the trade as Cello Ribbon and is manufactured by Freydberg Bros, Inc. of New York, operating under license granted by the DuPont Cellophane Company.

There are a great many varieties of patterns, designs and types of this ribbon. Beside the plain folded ribbon, there is also an aluminum foil-inserted type known as Cello Foil Ribbon. This latter has all the lustre of metal, but unlike metal it will not tarnish.

As a further development, the manufacturers have recently brought out a printed Cello Ad Ribbon. This can be had either with or without the foil insert. One very practical and popular variation of this type is illustrated herewith. The NRA emblem and slogan "We Do Our Part" have been used as the motif. In this way, the manufacturer's merchandise is identified as having been made under the terms of the President's agreement, while at the same time an element of style and charm is provided the package.



A New, Delicious Flavor for the Confectioner-

PINEAPCO Concentrated

Creams, Hard Goods, Novelties

This is a combination of true fruit juice, strengthened and concentrated with a new synthetic flavor. The result is a fine new flavor of remarkable fidelity and taste.

We recommend one ounce to 50-100-lb. batches of hard goods; one ounce to 150-200 lbs, of creams; one ounce to 100-200 lbs, novelties. Write for samples,

OIL MANDARINE

Genuine Italian

We specialize in this flavor oil as well as Oil of Lemon and Oil of Sweet Orange Italian. Have you tried our fine Cocoanut Flavor MM&R? Testing samples on request.

Magnus, Mabee & Reynard, Inc.

32 CLIFF STREET · · · NEW YORK CITY
444 W. GRAND AVENUE · · CHICAGO, ILL.



đ

n

0

e

it ne nt n.

1-

is ne

cas ile ile e.

ER

New York State Meetings Held

TWO big meetings of New York state candy wholesalers were held October 28 and 29 at Albany and Syracuse, attended by representatives of all the New York associations. Speakers included Herbert Tenzer of the F. W. C. A. and Wm. F. Heide, Chairman of Zone 2 of the N. C. A.

The Albany meeting was arrainged by M. J. Patterson, President of the Capitol District Association. The Syracuse gathering was a State Convention. Subjects discussed were the National Code, Federation membership, and chain store elimination of 3 for 10c selling price on 5c items.

Chicago Candy Council Plans First Annual Stag November 15

THE First Annual Stag supper and entertainment of the Chicago Candy Council will be held at Medinah Athletic Club, November 15. All connected with the candy business in Chicago area are invited.

The Council was recently formed following a big meeting Sept. 28, when the different groups met together to start ironing out difficulties in the trade. Excellent progress is reported by Alex J. Brown, Jr., Vice-Pres. and Council of the Jobbing Confectioners' Association, sponsors of the idea. It includes representatives from the service jobbers, wagon jobbers, tobacco wholesalers, wholesale druggists manufacturers' salesmen, and manufacturers.

Wrigley Launches Move to Eliminate Sales at 3 for 10c

PHILIP K. WRIGLEY, chewing gum manufacturer, on October 18 announced a price stabilization plan of 5c for Wrigley products.

In a letter to more than \$00,000 retailers Mr. Wrigley stated that an effort was being made to get all retailers to sell Wrigley's at a standard price of 5c a package.

Already a number of the larger grocery and novelty chain stores have discontinued the sale of Wrigley's at 3 for 10c in accordance with bulletins to their various stores to this effect. The movement has also

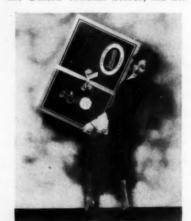
met favor with several of the large drug and cigar store chains.

Mr. Wrgley has been fostering the elimination of the 3 for 10c price for a number of years. It has been his contention that this price did not build sales volume and inasmuch as chewing gum is a casual purchase did not serve as a "leader" for chain stores. However, this opinion was not shared by the larger chain organizations until recently.

Chains Drop 3 for 10c Price —Many Adopt 5c Straight

A BANDONMENT of selling 5 cent items at 3 for 10 cents in chain stores of the country has begun in many of the important chain organizations, with a standardization of 5c straight on chewing gum and mints, and 5c or 3 for 12c on bar goods. Indications are that a uniform price of 5c straight on all nickel items will probably be adopted by these chains eventually, and that other chains will soon follow

On Monday, October 16, a number of the leading chains in New York and Chicago began selling gum and confectionery on the new basis. These included the Schulte chain, the United Cigar stores of the United Whelan Stores, the Sil-



Walter V. Johnston, Vice-President of the Robert A. Johnston Company, expressed his enthusiasm for the New York Giants' world series victory by sending the Giants this giant box of chocolates. The huge box, said to be the largest box of candy ever made, contained smaller boxes for each member of the squad. The pretty messenger is Lorna Rode, featured in Earl Carroll's "Murder at the Vanities."

ver Rod chain in New York, and others. The A. & P. grocery stores are selling chewing gum at 5c straight and bars at 3 for 11c. Stores of F. W. Woolworth & Co. will soon raise gum to 5c straight and accompany it with an upward trend in 5c bar goods. The National Tea Co. stores in Chicago are likewise operating on an increased price schedule of 5c for gum and 4c for bars or 3 for 12c.

Increased costs and increased wages have contributed to the necessity of the price increase. The long desired price equality between the chains and independent retailers is thus becoming a reality and representatives of both groups, together with many of the manufacthat the 3 for 10c price evil should turers of standard brands, agree be eliminated.

Manufacturers have expressed themselves as eager as the jobbers to stop predatory price-cutting. They do not believe that a universal 5c price will cause any considerable decline in candy consumption.

Several conferences on this subject have been arranged in New York by Herbert Tenzer of the F. W. C. A., which meetings included representatives of the chains, independents, jobbers and manufacturers. A survey reveals that in abandoning the 3 for 10c price, chains in Missouri, Ohio, and Florida are selling 5c bars at 6 for 25c, while a price of 5 for 20c is prevailing in New England. In some parts of the South and Midwest 4c is the price.

Candy Code Waits in Washington

(Continued from Page 33)

NRA. The 14 Zone Chairmen attended the meeting.

The outstanding action of the meeting was the recommendation that plant operations be limited to a single shift of 40 hours a week, except for 3 months of the year, when double shifts would be permitted. If this rule is adopted, each manufacturer will be permitted to decide for himself the period of the year when he wishes to operate double shifts.

Thus far, few other changes have been made in the original draft of the code.

MERCK'S

Gold Medal Standard

CITRIC ACID

Tartaric Acid Milk Sugar



Cream of Tartar Oil of Wintergreen (Synthetic)

Merck's Citric Acid is the Gold Medal Standard for confectionery products. . . Supplied in powder, crystal or granular forms. . . Shipped in kegs, barrels and carloads. . . Meets U. S. P. requirements.

MERCK & CO. INC.

MANUFACTURING CHEMISTS

Rahway, N. J.

New York

161 Sixth Ave. 916 Parrish St. 4528 S. B'way Philadelphia

St. Louis

Merck & Co. Ltd. Montreal





With the holidays approaching and the candy season reaching its peak, manufacturers know that they have no apologies to make for the quality of their merchandise when it embodies -

ANHEUSER-BUSCH BRAND CORN SYRUP

ANHEUSER-BUSCH ST. LOUIS



0

to te re

R

TRADE MARKS

Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C

Manufacturers and dealers in candies, confectionery and baking prod-ucts who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after pub-lication of the marks a formal notice

of opposition.

BEER-CHIPS, potato chips. Use claimed since April 22, 1933, by The Gopher Beer Chip Company, Minneapolis, Min.

KETZA, chewig gum. Use claimed since March 6, 1933, by G. Meertief, doing business as Meertief Chicle Company, Los Angeles, Calif.

BEXERT, preparation for use in making ice cream. Use claimed since June 20, 1933, by Baker Extract Company, Springfield, Mass.

SKIPPY, peanut butter. Use claimed since Feb. 1, 1933, by Rosefield Pack-ing Company, Ltd., Alameda, Calif.

PALOOP, butterscotch, namely, candy. Use claimed since May 27, 1933, by Reed Candy Company, Chicago, Ill.

D and design, chocolate, crackers, cookies, doughnuts, pies, muffins, cakes, rolls, etc. Use claimed since Dec. 29, 1929, by Nopco Laboratories, Inc., Harrison, N. J.

CHOCO-POP ON A STICK, frozen confection and ice cream confections on sticks. Use claimed since Sept. 1, 1931, by Frozen Confections, Inc.. New York, N. Y.

BIT-O-SWEET, candy. Use claimed since October 15, 1931, by Rawson Sales Company, Inc., Long Island City, N. Y.

IC-MONT-PI, pies in chilled or frozen form. Use claimed since Sept. 20, 1932, by Adolf Wengi, Louisville, Ky.

SEA RAIDERS, chewing gum. Use claimed since May 18, 1933, by World Wide Gum Co., Boston, Mass.

GLAMOUR, candy. Use claimed since June 5, 1933, by Stephen F. Whitman & Son, Inc., Philadelphia, Pa.

BUTTARUMS, confectionery, namely, candy. Use claimed since Nov. 18, 1929, by Scharf Bros. Co., Inc., New York, N. Y.

BRIC-O-DIP, ice cream cones. Use claimed since May 10, 1933, by The Bes-Cone Company, Baltimore, Md.

BIG SHOT, ice cream cones, and frozen confections sold in cups. Use claimed since 1923 by Hydrox Corp., Chicago, Ill.

MALPROCO, liquid malt for cooking and baking purposes. Use claimed since Oct. 1, 1931, by Maltosia Products Co., Inc., Buffalo, N. Y.

BY KNOX and design, candies. Use claimed since June 1, 1931, by Candy Products Corp., Owosso, Mich.

ESKIMO, ice cream powders and ice powders. Use claimed since March 1, 1932, by Eskimo Pie Corp., New York and Brooklyn, N. Y.

EXCELLENT GOODY SHOP and design, candies. Use claimed since March, 1920, by Excellent Goody Shop, Inc., New York, N. Y.

COCO-CREME, chocolate covered sherbet. Use claimed since Feb. 1, 1933, by Tropical Ice Cream & Sher-bets Co., Inc., Tampa, Fla.

INFANTA POMONA, fresh fruit onfections and candy. Use claimed confections and candy. Use claimed since Nov. 1, 1932, by Lukis Brothers, Los Angeles, Calif.

JUMBO, popping corn. Use claimed since Jan. 5, 1933, by The Albert Dickinson Co., Chicago, Ill.

WHISTO MILL-KEE-SOLIDS, confectionery base. Use claimed since Feb. 24, 1932, by White-Stokes Co., Inc., Chicago, Ill.

TOASTI-MACS, cocoanut cookies. Use claimed since April 1, 1931, by Battle Creek Biscuit Company, Battle Creek, Mich.

PETITE, chocolates. Use claimed since Aug. 1, 1932, by S. H. Kress & Co., New York, N. Y.

MARGUERITE, candies. Use claimed since Feb. 1, 1929, by Candy Products Corporation, Owosso, Mich.

NATROSE KOPJES, candies. Use claimed since 1930 by William La Poten & Co., Inc., New York, N. Y.

JOLLY POP, ice cream, frozen custard, sherbet, frozen either by agita-tion or quiescently. Use claimed since April 29, 1932, by Jersey-Meadow Gold Co., Inc., Brooklyn.

SKY RIDE, candy. Use claimed since March 9, 1933, by Paul F. Beich Co., Bloomington, Ill.

BUDGET MONEY, candy. Use claimed since March 9, 1933, by Boston Confectionery Co., Cambridge, Mass.

MSC, cocoa, chocolate, cake flour and jell powder. Use claimed since Nov. 15, 1930, by Merchants Service Corp., Chicago, Ill.

RED WHEEL, cocoa. Use claimed since April 1, 1933, by Old Dutch Mills, Inc., New York, N. Y.

VERI NU, molded pastry cups for ice cream and the like. Use claimed since Mar. 20, 1933, by Verinu Cake Cup Co., Inc., Brooklyn, N. Y.

HONEYEAST, chewing gum. Use claimed since May 7, 1932, by Orbit Gum Co., Chicago, Ill.

ORIENTAL LICORICE NIBS, licorice candy. Use claimed since June, 1932, by National Licorice Co., Brooklyn, N. Y.

REGAL, for crackers, cookies, cookie-cakes, marshmallow, nut and other coated cookies and pretzels. Use claimed since August, 1919, by The Hampton Cracker Co., Louisville, Ky.

ARISTON, cocoa, gelatin dessert, chocolate powder, dried cocoanut. Use claimed since May 1, 1899, by Calumet Tea & Coffee Co., Chicago, Ill.

KLEIN'S KATY COW CHOCO-LATE, milk chocolate bar, plain, and with peanuts. Use claimed since July 18, 1933, by Klein Chocolate Company, Elizabethtown, Pa.

CHATAUQUA MAID, powdered skim milk, dry ice cream mix, malted milk. Use claimed since March 27, 1933, by Chautauqua Malted Milk, Inc., Mayville,

SIONILLI, candies. Use claimed since October 30, 1911, by Walter O. Birk Candy Co., doing business as Illinois Candy Co., Chicago, Ill.

MING TOY SWEETS, TID BITS OF ENCHANTMENT, candy and chocolates. Use claimed since August 1, 1932, by Ming Toy Sweets Mfg. Co., Inc., New York, N. Y.

BORDEX, candy. Use claimed since June 30, 1933, by Borden's Milk Products Co., Inc., New York, N. Y.

INSTANT TAPIOCA, prepared tap-ico pudding. Use claimed since June 1, 1933, by Instant Foods Co., Providence,

FROST SEALD, frozen vegetables and frozen fruits. Use claimed since June 22, 1933, by Olney & Carpenter, Inc., Wolcott, N. Y.

SUN-TANNED, shelled and unshelled walnuts. Use claimed since March 25, 1932, by Walnut Growers Company, Los Angeles, Calif.

KAWELNER, hard candies, chocolates in bars and pieces. Use claimed since April 1, 1933, by S. F. Hollander, Inc., New York, N. Y.

MARS ALMONETS, candy. Use claimed since June 1, 1933, by Mars, Incorporated, Chicago, Ill.

BEER STIX, salted fried noodle sticks. Use claimed since July 3, 1933, by Far East Food Co., Inc., New York, N. Y.

KING JOSEPH, candies and chocolates. Use claimed since April 7, 1933, by Josephsohn Candy Co., Inc., Long Island City, N. Y.

HUYLER'S FLAT-PAC, food product, namely, ice cream. Use claimed since April 12, 1933, by Huyler's, New York,

EASY ACES, candy. Use claimed since January 10, 1933, by The Curtiss Candy Company, Chicago, Ill.

MELLOTEX, cereal food used as an addition to the various ingredients employed in cake baking. Use claimed since Feb. 20, 1933, by Malt-Diastase Company, Brooklyn, N. Y.

Western Salesmen to Hold Convention Dec. 12-14, Chicago, Medinah Ath. Club

THE 19th Convention of the Western Confectionery Salesmen's Ass'n will be held Dec. 12, 13, 14, at Medinah Athletic Club, Chicago. The usual Manufacturers' Luncheon is set for Tuesday noon, December 12, and Dinner Dance the final night. Nominees for President are Edward L. Nixon and Theodore R. Helmer, Chicago. George J. Heiser, Philadelphia, now President, will preside.

An IDEA for SOMEONE!

We have a premium idea that will be a money-maker for some alert candy manufacturer. ARE YOU IN-TERESTED? Write or wire.



GROSSMAN STAMP CO., INC.

102 West 42nd St.

Representatives with Trade Contacts Wanted

SEAL CARDS

A Brand New Line More color and more Flash

Send for Circular

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World

6320-32 Harvard Avenue

ď

g

k,

d

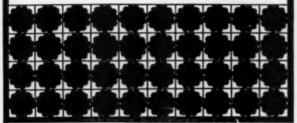
9

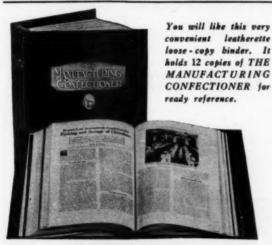
T

S

R

Chicago, U. S. A.





BINDERS

for current issues of THE MANUFACTURING CONFECTIONER

These binders make your files of THE MANU-FACTURING CONFECTIONER more accessible as well as make an attractive addition to any desk or library.

\$2.50 just covers our cost; it's a quality job and it back if you don't like it.

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

1143 The Merchandise Mart

Chicago

RURMAK

BATCH ROLLER BELT



Where the wear occurs the edges are reinforced with double thickness of fabric and extra stitching. Specially woven to give greater tensile strength. These two features double the life of this new belt, yet they cost no more than the ordinary type.

BURRELL BELTING COMPANY
413 S. HERMITAGE AVENUE CHICAGO

Statement of the Ownership, Management, Circulation, Etc., Required by the Act of Congress of August 24, 1913, of The Manufacturing Confectioner, published monthly at Chicago, Ill., for October 1, 1933.

State of Illinois, County of Cook, ss.—Before me, a notary pubile in and for the state and county aforesaid, personally appeared Mrs. Earl R. Allured, who, having been duly sworn according to law, deposes and says that she is the publisher of The Manufacturing Confectioner, and that the following is, to the best of her knowiedge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1012, embodied in section 448, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1: That the names and addresses of the publisher, editor, managing editor and business manager are:

Name of publisher—Mrs. Earl B. Allured, 1140 Merchandise Mart, Chicago, Ill. Publisher and Business Manager, Mrs. Earl B. Allured, Editor and Managing Editor—B. Wilson Wilmer.

2. That the owners are: The Manufacturing Confectionery Publishing Company; Mrs. Earl R. Allured, Chicago, Ill.; Adolph Goelits, Deerfield, Ill.; R. Wilson Wilmer, Brooklyn, N. Y.

 That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: None,

4. That the two paragraphs next above, giving the names of the cwners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fluctuary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affant's full knowledge and belief as to the circumstances and conditions under which stockholders and security bolders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than a bona 24e owner; and this affant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

MRS. EARL R. ALLURED, Publisher.

MRS. EARL R. ALLURED, Publisher.

Sworn to and subscribed before me this 9th day of October,
1933.

(My commission expires Feb. 14, 1935.) BERTHA L. ENGEL.

"WHITE STAR" CHOCOLATE FOILING MACHINE



Automatic foiling general assortment of soft center chocolates, Eggs and cordial Cherries, Capacity 60-80 per minute. Great Foil Saving Device, automatic foil cut-out, consequently no waste.

Operating in many factories from coast to coast.

WHITE STAR EQUIPMENT CORPORATION

621 Broadway

New York City

SOLE AMERICAN AGENTS FOR Rose Brothers Confectionery Wrapping Machines

IDEAL



WRAPPING MACHINES

Those candy manufacturers who have added IDEAL Wrapping Machines to their plant's equipment know what it really means to enjoy the efficiency and economy of operation of smoothly running, faultless machines.

IDEALS come in two models: the Senior Model, which wraps 160 pieces per minute, and the Special Model handling 240 pieces per minute. These machines will take care of all ordinary and some extraordinary requirements. They are suitable for either the large or the small manufacturer.

Every IDEAL Machine carries the unqualified guarantee that it is mechanically perfect.

A request for further details will obligate you in no way.

IDEAL WRAPPING MACHINE CO.

Retablished 1906

Middletown, N. Y., U. S. A.



WHAT'S GOING ON INSIDE

It pays to know what is going on inside—what is happening to your cream centers after they are coated—and you will know if you use

CONVERTIT

Convertit insures the eating quality of creams—consumer satisfaction—by functioning with unerring accuracy in softening the cream to any desired degree of texture. Be sure—use Convertit.

THE NULOMOLINE COMPANY

Exclusive distributors of CONVERTIT

109-111 Wall Street

New York

Western Office: 333 No. Michigan Ave., Chicago, III.





THE MANUFACTURING CONFECTIONER'S ——CLEARING HOUSE—



MACHINERY FOR SALE.

MACHINERY FOR SALE

MACHINERY FOR SALE

REBUILT MACHINES AT SURprisingly low prices. Buy now before prices advance. We have se-cured an excellent and complete stock of candy and chocolate machinery, from recent liquidations, such as Park and Tilford, E. Greenfield Sons, Walter M. Lowney Company, Badger Candy Company and F. B. Washburn Candy Mfg. Co. We have not as yet advanced prices, but our prices will have to go up with increased costs of doing business under present conditions. Write or wire collect today, for prices and information on any machine which you may need to install, to bring your plant up to top-notch efficiency. See our advertisement on pages 12-13, for partial list of machines on hand. Do not delay. Prices will never be lower and they are positively going higher. Depend on Union Service, Reliability and Value. Union Confectionery Machinery Co., Inc., 318 Lafayette Street, New York, N. Y.

FOR SALE — REBUILT AND guaranteed by us: Werner single and double action chocolate kettles. Werner Peerless syrup coolers. Werner and Springfield depositors. Springfield power starch printer. Werner and Racine cream beaters. Werner cream breakers. Werner semi-automatic hard candy machines. International chocolate dipping tables, 110 Vt., 120 Vt. Burkhard copper cooking kettles. Nougat and caramel kettles, etc. John Werner & Sons, Inc., 713-729 Lake Ave., Re-Built Division, Rochester, New York.

FOR SALE—ONE 16-IN. ENROBer, Mills reversible caramel sizer, Leonard date pitter, chocolate mixers, Savage M.M. beater, time clock, starch trays and dollies, dipping tables, Smith Exact Weight scales, crystal cooker, drop rolls, hand cutters, worm cream beater, etc. Nevin Candy Co., 1647 Blake St., Denver, Colo.

FOR SALE—TWO 24" ENROBERS with bottomer and cooler and packers. Low price to move quickly. Address: T-6570, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, III.

GUARRANTEED REBUILT equipment available for immediate shipment; Hildreth double arm pulling machine with A.c. Motor; 4' and 5' Ball cream beaters, belt drive and motor drive; Cut Roll Cream Center Maker; 150 lb. to 1200 lb. chocolate melters, belt and motor drive: 16" enrober with cooling tunnel; automatic feeder, bottomer and stringer; complete Springfield wood mogul; 35 gal. Savage double action tilting caramel mixer: Model "S" or Model "K" No. 3 Savage fire mixers; 7/8" and 1" Ideal caramel wrappers; Model K Kiss Wrapper; Hobart Mixer, three speed, 80 quart, motor drive; 150 and 200 lb. Savage marshmallow beaters; 38" copper revolving pans with steam coils; Simplex gas vacuum cooker. Also many other machines. Write or wire for lowest prices. SAVAGE BROS. CO., 2638 Gladys Ave., Chicago, Ill.

MACHINERY FOR SALE—1 16"
Enrober (National); 1 300-lb.
Chocolate Kettle (National); 1 Depositor for Stars and Buds; 1 Coco
Bean Cracker and Tanner (National); 1 Copper Revolving Sanding
Pan; 6,000 Starch Boards. King
Candy Co., St. Louis, Mo.

FOR SALE—CHEAP—TWO 16-IN. ENrobers with automatic feeders, bottomers and strokers. Will sell with or without attachments. Address C-3308, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

FOR SALE—12-INCH UNIVERsal Coater, Bottomer, 35-ft. Cooling Tunnel. All electric, like new, excellent work. Three 100-lb. Mills Chocolate Melting Kettles with motor. Vulcan Gas Stove. Barbara Fritchie Chocolate Shoppe, Frederick, Md.

PLASTIC CHAINS FOR GAEBEL machine used about six months, in first class condition, cheap. Address D-4443, % The Manufacturing Confectioner Pub. Co., 1140 Mercandise Mart, Chicago, Ill.

FOR SALE—RACINE IMPROVED AUtomatic sucker machine, latest type, dumbbell, and two for five cent and one cent round rollers. Address D-4320, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

MACHINERY FOR SALE—BOILER, 1 h.p. Bartlett & Haywood, gas fired, 100 lbs. pressure. Address: T-6564, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

FOR SALE CHEAP IN SMALL quantities or carload lot 10,000 good used starch trays, also pan boards and carrying trays. Union Confectionery Machinery Company, 318 Lafayette St., New York City, N. Y.

MACHINERY WANTED

WANTED—1 250-LB. CAPACITY Simplex vacuum cooker, complete with pump, or a similar kettle of some other make. State condition, age and lowest price. Griffin Grocery Co., Muskogee, Okla.

WANTED — MOTOR OR CHAIN drive cream beater, 3 or 4 feet. Small hand roll machine (Friend). State age, condition and lowest price. May's Candies, 227 Tremont St., North Tonawanda, N. Y.

MACHINERY WANTED:
Ideal caramel wrapper. Hobart
fire mixer. Model K Kiss cutting
and wrapping machine. Dealers
save stamps. John Kish, Etna,
Pennsylvania.

WANTED TO BUY—USED TOFfee wrapping machine which will wrap in both foil and wax or cellophane. Chase Candy Co., St. Joseph, Mo.

WANTED: FOUR FOOT BALL beater, direct connected, 220 Volt, three phase. Must be in good condition. Address J-1033, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

WANTED - SITUATION BY high-class all around candy maker. Experienced on general line of candies, including fine hand rolls, cast creams, bon bons, nougats, jellies, fudges, caramels, brittles, gloss hard candy, holiday goods, salted nuts, etc. Have many clever ideas on week-end specials in box and counter goods. Can make complete line of fountain syrups and fancy ice cream. Capable of taking complete charge and handle help. American, 40, sober. My services have been with the most successful concerns in the line. Address: L-2037, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED—I WOULD like to get in touch with a candy manufacturer who needs a good, capable, all-around candy maker. I have made hard goods, coconut and peanut work, fudge, caramels, nougat, hand rolled and cast chocolate creams, mashmallows, etc. Can also operate enrobers. Have had considerable experience as foreman and can figure costs. Twenty-two years' experience, 40 years of age. Address: L-2034, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED—FIRST class cream man and working foreman wants position with a good reliable firm. Have had 18 years' experience on creams, hand rolls, gums, marshmallows, caramels, nougats, etc. Familiar with latest methods and machinery. Can handle help and turn out production. A-1 reference and will to go anywhere. Address: L-2033, % The Manufacturing Confectioner Pub. Co. 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED: ALL around working foreman or candy maker on lines of gums, jellies, Marshmallow goods, nougats, caramels and all creams, crystallizing, hand roll and cast centers. Experienced enrober operator. Address: Joe J. Hennessey, 306 N. Buckeye, Iola, Kansas.

A. 1. RETAIL CANDY MAKER, thoroughly experienced on general line of fine retail candies including complete line of fine chocolates, bon bons, fudges, brittles, jellies, nougats, caramels, butterscotches, taffy, toffee, wafers, roll goods, nut goods, holiday and hard goods, salted nuts, counter goods, ice cream, ices, fountain syrups, etc. American, married, 40, strictly sober. Available to well rated retail firm on year around basis. No objection to small city. Address J-1031, % Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Illinois.

EXPERIENCED PRACTICAL candy maker with 25 years' experience in the wholesale candy business wants position either as superintendent or sales demonstrator, calling on manufacturing confectioners. Have thorough knowledge of manufacturing all kinds of confections and have formulas for a complete line of 5 and 10c bar goods. Services available at once. Address: I-9336 % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

ALL AROUND CANDY MAKER desires position at once, wholesale or retail. Address E-5332, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SUPERINTENDENT DESIRES position with progressive candy manufacturer. I am a practical candy maker with years of experience; understand modern candy machinery; executive ability, capable of handling help and run factory effectively and efficiently; 20 years' experience in quantity and quality production of general lines. Address H-8334, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

EXPERIENCED CANDY MAN— Fine package and bulk goods. Also full line of pan work. Fine reference. Reliable. Address H-8336, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill. FIRST-CLASS HARD CANDY foreman wishes to make connection with some good reliable manufacturer, also specialize in caramels, nougat, fudge and peanut work. Now engaged but desirous of making a change. References. Address H-8335, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SUPERINTENDENT DESIRES position any size plant, take charge of manufacturing, handle help, figure costs; 20 years' experience in general line factory. Age 48, married. Can originate new goods, familiar with all candy machinery, boiler room and starch drying equipment. Available at any time. Address: G-7332, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

EXPERT PAN MAN WISHES TO make change. 23 years of experience in pan line, steam and cold grossing work. Also specializes in the chocolate pan work grossing and finishing. Address: G-7331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

QUALIFIED SUGAR CHEMIST and Food Technologist with broad knowledge of confections, seeks position as control chemist, research chemist or assistant superintendent in an organization where an expert knowledge of sugars and related confectioners' raw materials is required. F-6333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

WANTED — POSITION — HAVE had 25 years' experience in the candy business in all phases and am familiar with all the latest equipment. My last experience was in hand rolls, jellies, gums, cream mixes and marshmallow work. Am 40 years old, married, and have family. I can furnish excellent references. Address C-3339, % The Manfacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.



NDY

nnec-

manu-

amels,

work

mak-

ddress

Con-

rchan-

RES harge

p, fig-

nce in

mar-

ds, fa-

inery.

equip-

Ad-

1140

ES TO

xperi-

d cold

zes in

ng and

% The

Pub.

, Chi-

MIST

broad

ks po-

search

endent

expert

related is renufac-., 1140 Ill.

HAVE in the

ind am equipwas in

cream

k. Am

e fam-

refere Manb. Co.,

go, Ill. NER

11.

THE MANUFACTURING CONFECTIONER'S —CLEARING HOUSE—



HELP WANTED

HELP WANTED

SALES REPRESENTATIVES

WANTED: TECHNICALLY trained man, chemistry essential. for position on sales staff of international organization. Will be required to travel continually southern territory. Reply giving age, education, religion, married or single, sal-ary requirements, commercial and sales experience. Do not answer unless you have had actual selling experience. Prefer man having conexperience. Freter than having confectionery, jam and jelly training. Send photograph if convenient. Write box L-2036, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

HELP WANTED-SUPERINtendent for general line candy factory. Must have working knowledge of candy, cost methods and production. Give age, salary expected, references, and complete experience, including present connection. Write fully, as all replies treated strictly confidential. Address: L-2032, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

HELP WANTED-A GOOD cream and gum man by a Middle West firm. State experience, age and give references as to past connections. Address: G-7333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

WANTED: SUPERINTENDENT who is capable of taking charge of manufacturing plant for high class large retail candy concern. State experience, age and qualifications, also references. Permanent position for the right man. Address J-1034, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

HELP WANTED-A GOOD cream and marshmallow man by an Eastern firm. State references and give age and experience. H-8333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SALES REPRESENTATIVES

SALESMEN FAMILIAR WITH the confectionery trade in New England, who can call on the treasurers and heads of confectionery concerns, to sell a service indispensable to their business. We can offer the opportunity to earn at least \$5,-200 the first year, with possibilities thereafter limited only by personal production and managerial ability. Give complete sales experience and accomplishments. Address L-2031, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

CONFECTIONERY SALESMAN wishes contact with candy manufacturers to sell candy bars and specialties to jobbers on commission basis. Address: F-6331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

ATTENTION - MR. MANUFACturer: Are you represented at all or are you satisfactorily represented in the richest market in the world-Greater New York? This is the time to make preparations for improved business this fall, and the right kind of representation is a major factor in your plans. What have you got to sell? A reliable, seasoned salesman of many years' experience offers his services in helping you obtain your share of the business in this market. Address: G-7335, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

MISCELLANEOUS

EXCELLENT LOCATION FOR an experienced home-made candy maker. Must have capital and equipment. Write for particulars. Address: L-2035, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

MANUFACTURING CONFECTIONER

CLASSIFIED ADS BRING AMAZING RESU

Classified ads in The Manufacturing Confectioner are proving every month a valuable service to candy manufacturers and individuals of the industry who are in the market with various wants — to buy or sell. "M. C." classified ads bring desired results-in many cases far beyond expectations! You, too, can use this helpful department! Write us and we will tell you how you can use this advertising to the best advantage.

Manufacturing Confectioner Publishing Co., Merchandise Mart, Chicago, Illinois



ATLAS GENUINE FRUIT EXTRACTS

SEMI-PASTE FORM

A new form of GENUINE Fruit Extract possessing all the NATURAL qualities of the fresh-picked FRUIT.

An EXTRACT which will add a superior quality to your CONFECTIONS

H. KOHNSTAMM & CO., INC.

83-93 Park Place, NEW YORK, N. Y.

11 E. Illinois St., CHICAGO, ILL.

First Producers of Certified Colors

Index to Advertisers

(SEE ALSO CLASSIFIED LIST OF CONFECTIONER'S MACHINERY AND SUPPLIES, PAGE 5.)

Page	Page
Foote & Jenks 53	Magnus-Mabee & Reynard, Inc 57
Freyberg Bros., Inc	Merck & Co., Inc 59
Friend Harry L	Merckens Chocolate Co 57
Fritzsche Bros., Inc2nd Cover	Minnesota Mining & Mfg. Co 10
Grossman Stamp Co., Inc	National Aniline & Chemical Co., Inc
	Nulomoline Co., The
Handler & Merckens, Inc	Ungerer & Co
Hooton Chocolate Company 53	United Chemical & Organic Products Co
Ideal Wrapping Machine Co 62	Vacuum Candy Machinery Co34-35
Imperial Wood Stick Co 59	White Star Equipment Co 62
Kohnstamm & Co., Inc., H 66	Whymper's Book3rd Cover
	Foote & Jenks 53 Freyberg Bros., Inc. 51 Friend, Harry L. 34 35 Fritzsche Bros., Inc. 2nd Cover Grossman Stamp Co., Inc. 61 Handler & Merckens, Inc. 57 Hermann, V. O., Corp. 34-35 Holmberg & Co., Chas. 34-35 Hooton Chocolate Company 53 Ideal Wrapping Machine Co. 62 Imperial Wood Stick Co. 59

55 62

6 2-13

ver 1-35

62 ver

ER